MIDWEST DEALER ISSUE
Pages 9-20

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WEEKLY NEWSPAPER FOR THE FARM CHEMICAL MANUFACTURER, FORMULATOR AND DEALER

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...re Allotment ...ilure Seen in ...g Cotton Crop

Illustrates Fact That Controls Ineffective In Cutting Production

By JOHN CIPPERLY
Croplife Washington Correspondent

...ASHINGTON—A cotton crop for ... year which could conceivably go ...igh as 16 million bales, empha... a point which the Benson ad...istration has been making in con...tion with rigid high price sup...s; that acreage controls are not ...icient to check expansion of pro...tion over and above domestic and ...ort needs.

...he unexpected size of the cotton ...—unexpected by USDA crop re...ting service—merely uncovers

(Continued on page 24)

...apman Chemical ...ys 81 Acre Plot ...r Future Expansion

...EMPHIS — Chapman Chemical ...here, producer of agricultural and ...ustrial chemicals and wood pre...vatives, has purchased 81 acres ...cent to the property on which the ...pany first began operations in ... A. Dale Chapman, president, ... the new plot, bought for $100,- ... will be held for future expansion.

...he firm now is completing a 50 ...00 ft. building for use in manu...ure of synthetic resins. Work ...an last week on a new exterior ... addition, which will connect the ...ent office and plant entrances ... provide 1,750 sq. ft. of additional ...e to house the laboratory and ...arch library.

...he Chapman Company has grown ...sistently at the rate of about 10 ... cent a year, officers said. It oper... smaller plants and distributing ...ters in numerous other cities.

Group Purchases Ammo-Gro Division Of Specialty Oil

SAN FRANCISCO — Robert E. Maloney, president of Specialty Oil Products, has announced the sale of the Ammo-Gro Division to a new group incorporated under the name of Ammo-Gro, Inc.

The group backing Ammo-Gro, Inc., is headed by Frank Chilson of Houston, chairman of the board, and Kenneth Purchase of San Francisco, president.

Mr. Chilson was formerly president of the Hydrocarbon Construction Corp. and vice president of the Fish Engineering Corp., both of Houston. He has also been identified with the Flour Corp. of Los Angeles. Hydrocarbon Construction Corp. recently completed the anhydrous ammonia plant for the Phillips Chemical Co. at Adams Terminal, Texas.

Mr. Purchase was formerly vice president of Specialty Oil Products and the general manager of the Ammo-Gro Division. He will head up the distribution organization of the new company.

FDA Sets Tolerance Level for Karmex

WILMINGTON—Residue tolerance levels for the active ingredients of Karmex herbicides have been established by the Food and Drug Administration, according to information received by the Du Pont Co.

The commercial formulations affected are Karmex W, based on 3-(p-chlorophenyl) - 1, 1 - dimethylurea; and Karmex DW and Karmex DL, both based on 3-(3,4-dichlorophenyl)-1, 1-dimethylurea.

Tolerances of one part per million for each of the two herbicide chemicals have been established for sugar cane, pineapple and cottonseed. In addition the same tolerance has been established for the active ingredient of Karmex W in or on asparagus, spinach and dry bulb onions.

Cotton Allotments For 1956 Reduced By 721,904 Acres

— See Table on Page 24 —

WASHINGTON, D.C.—Allotments for upland cotton acreages for 21 states have been announced for 1956 by the U.S. Department of Agriculture. These allotments total 17,391,304 acres for next season, as compared to 18,113,208 acres allotted for the current year. (See table of state acreage allotments on page 24.)

Of the 21 states involved in the allotment, only four were given a larger number of cotton acres for next year. They are Arizona, California, Florida and Illinois. Nevada, with only 2,324 acres allotted in 1955, will have the same number assigned for next year.

The national allotment of 17,391,304 acres for cotton in 1956, is the acreage, which, on the basis of the national average yield per planted acre for the 5 years (1950-54 inclusive) is required to produce an amount of cotton equal to the national marketing quota of 10 million bales, USDA explains. Standard bales are described as being 500 lbs., gross weight.

On Dec. 13, farmers who grew upland cotton in 1955, will vote in a national referendum to determine whether marketing quotas will be operative for the 1956 crop of upland cotton. At least two-thirds of those voting must approve quotas if they are to continue in effect. On the same day, a referendum on marketing quotas for the 1956 crop of extra long staple cotton will be held in the areas where this type of cotton is produced.

The state allotment just announced, will now be apportioned among counties and these, in turn, among farms according to provisions of the law and regulations issued by the Secretary of Agriculture. USDA says that individual farm acreage allotments will be mailed to operators of cotton farms before the referendum is held.

14.8 Million-Bale Cotton Crop Seen For Current Year

WASHINGTON, D.C. — A cotton crop of 14,843,000 bales has been forecast for 1955 by the Crop Reporting Board of the Agricultural Marketing Service, the United States Department of Agriculture. Because of highly favorable harvesting conditions over wide areas, this forecast is up 915,000 bales, or nearly 7% above the forecast made only a month ago.

Assuming that the crop reaches its predicted yield, the 1955 harvest will be 1,147,000 bales beyond the 1954 record, and 1,891,000 bales over the 1944-53 average.

USDA points out that nearly as much cotton is being produced in 1955 on 16.5 million acres, as in 1951 or 1952 when the acreage was at about the 26.5 million level. The outstanding development of the 1955 cotton crop is attributed largely to a rare combination of favorable weather and growth factors which have continued throughout most of the season. There has been scarcely any frost damage and October weather was favorable for late cotton and for harvest.

"Yields per acre are hitting the

(Continued on page 24)

USDA Yearbook

WASHINGTON—The U.S. Department of Agriculture Nov. 13 announced publication of its 1955 Yearbook, a 752-page volume devoted to drouth, floods and the normal sources and uses of water. The volume is entitled "Water."

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British Firms to Build 2 Plants at Cost of $30 Million

LONDON—The Shell Chemical Co., Ltd. and Fisons, Ltd., two of Britain's leading fertilizer firms, are to act together in a plan for the construction of two new plants in the Thames Estuary, near London.

The cost of the project has been estimated at the equivalent of $30,-800,000.

The first of the plants, costing $18,200,000, will be built at Shell Haven in the county of Essex. It will convert refinery gases, or other petroleum hydrocarbons, into ammonia and nitric acid. This initial stage of a longer term project will be completed by 1958 with a capacity of 75,000 tons of ammonia a year.

Subject to the necessary land being available, the complementary

(Continued on page 8)

...alifornia Group Votes to ...nclude Distributors as ...art of Active Membership

By WILFRED E. LINGREN
Croplife Editorial Staff

...AN FRANCISCO—The making of ...ns for an expanded association de...ned to meet the needs of the ...te's expanded fertilizer industry, ...tured the 32nd annual convention ... the California Fertilizer Assn., ...v. 6-8 at the Hotel Mark Hop...s here.

...f one word were to be chosen as ... keynote of the convention, it ...uld have to be "expansion." The ...al registration figure expanded to ...proximately 600, setting a new rec... for a CFA meeting. Attendance ... the business sessions expanded ...d the cocktail parties and dinner events drew expanded patronage that bore only slight resemblance to the association affairs of a few years ago, according to veteran CFA convention goers.

The most significant expansion of all, however, came in the additions to the constitution and by-laws of the association, which made aqua ammonia converters and distributors of fertilizers eligible for active membership. This was an historic development in association affairs which was voted unanimously at the business meeting, after a special committee under the chairmanship of W. L. Dix-

(Continued on page 4)

Sprayer, Duster Group Hears Report on Miller Amendment

WASHINGTON — A discussion of the Miller amendment was presented by Bradshaw Mintener, assistant secretary, Department of Health, Education and Welfare, in a dinner talk at the joint meeting of the National Sprayer & Duster Assn. and the Power Sprayer Division of Farm Equipment Institute, held here recently. The talk was supported by reports by Dr. George Bradley, Division of Communicable Diseases, and Winton Rankin, of the Food and Drug Administration.

An insight into the work of the Agricultural Research Service in helping farmers with their problems of protecting crops was given at the afternoon meeting. Kelvin Dorward, head of the Economic Insect Reporting Service, outlined the activities of the national insect reporting service.

Dr. W. C. Shaw, Bureau of Plant Industry, made a report on the progress of weed control with pictures showing various control measures and results being obtained. He pointed out that more acres are now being treated for weed control than for insects and diseases combined.

David G. Hall, chief, Publications Branch, outlined the methods by which Agricultural Research Service gets the latest information to farm families. Dr. E. G. McKibben, chief, Agricultural Engineering Section, added suggestions on insect and weed control problems.

COTTON'S SHARE DROPS

BATON ROUGE, LA.—Cotton accounted for only 28% of the gross income of Louisiana farmers in 1954 as compared to 32% in 1953, says I. W. Carson, associate agronomist with the Louisiana State University Agricultural Extension Service.

USDA Recommends Reduction in 195 Spring Vegetable, Potato Acreages

WASHINGTON—A 2% cut from this year in the total acreage of fresh spring vegetables, no change in spring melon acreage and a 13% reduction in acreage of early commercial spring potatoes has been recommended by the U.S. Department of Agriculture in its acreage marketing guides for 1956.

The guides cover the 18 major spring vegetables and two spring melon crops that will be marketed in fresh form, principally during April, May and June, 1956, and 1956 early commercial spring potatoes.

In the 1956 spring vegetable guides, the department recommends acreage increases for mid-spring snap beans, late cabbage, early cucumbers, and early green peas.

Acreage cuts are recommended for early snap beans, early cabbage, rots, sweet corn, late cucumb early lettuce, late onions, green p pers, shallots and early tomatoes.

Acreages equal to those in 1 are recommended for lima be late snap beans, beets, broc cauliflower, celery, eggplant, late tuce, early onions, late green p spinach and late tomatoes.

In 1955, spring vegetable prod tfion was about 1.6% above 1954 5% above the 1949-53 average.

The 1956 guide for spring ca loups and watermelons is an a age equal to that in 1955. Pro tion of these melon crops in 1 was 4% smaller than in 1954.

The early commercial spring p tota acreage guide for 19 amounts to a national total of 13 020 acres compared with 150,8 acres harvested in 1955. With erage yields, the probable prod tion from the guide acreages wo be 39 million bushels.

The guides are part of an an series. Guides for winter season f vegetables and early commercial v ter season potatoes were announ in August, 1955. (See page 2 of Aug. 22 issue of Croplife.) Gu for summer, fall and processing v etables, sweet potatoes and sum and fall season potatoes will be sued in January, 1956.

Issued seasonally prior to pl ing time, the guides are designed assist vegetable growers in plann production. Action by growers on department's recommended acrea is voluntary.

A more detailed report, "1 Acreage-Marketing Guides, Spr Vegetables for Fresh Market," be available for distribution thro the state agricultural extension se ices in spring vegetable states wit a short time.

1956 Acreage-Marketing Guides Early Commercial Spring Potatoe

State—	1956 Acreage guide (acres)	Percentag guide is of harveste acreage (%)
Early Spring:		
Florida	19,190	77
Texas	250	100
Group total	19,440	77
Late Spring:		
California	56,400	82
Louisiana	4,585	99
Mississippi	500	77
Alabama	19,935	72
Georgia	590	98
South Carolina	6,500	100
Arizona	3,720	78
Texas	3,190	84
Oklahoma	500	100
Arkansas	1,270	98
Tennessee	1,300	100
North Carolina	13,090	94
Group total	111,580	89
All states	131,020	87

Velsicol Official Names Source of Memphis Blast

CHICAGO—The explosion at V sicol Chemical Corp.'s plant at Me phis, Nov. 2 (Croplife, Nov. 7, page originated in one of the experimen insecticide units, according to E. Collingsworth, Jr., executive v president of Velsicol.

The blast completely destroyed unit, but commercial production the firm's insecticides, chlorda heptachlor and endrin, was not fected, Mr. Collingsworth declared

SOIL MEN TO MEET

FARGO — Representatives fr North Dakota's 79 soil conservat districts will meet in Fargo Nov. 19 for the annual convention of North Dakota Soil Conservation D trict Supervisors Assn.

In attendance will be soil distr supervisors, district technicians, a officials of the U.S. Soil Conservat Service and NDAC Extension Serv The 1954 meeting in Jamestown h a total registration exceeding 700.

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Asphalt Laminated Kraft	✓	
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Flat Sewn Valve Bags	✓	
Flat Sewn Open Mouth Bags	✓	
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Gummed Tape	✓	
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CALIFORNIA ASSOCIATION

(Continued from page 1)

on, Jr., Western States Chemical Corp., San Francisco, had completed a year's work on the proposed resolutions.

Added to the category of firms qualified for active membership were (1) converters "engaged in the business of converting anhydrous ammonia to aqua ammonia and distributing same to users," and (2) distributors of "fertilizers, either dry or liquid, and those who secure their supplies from basic prime producers and who are substantially in the business of distributing fertilizers."

Expanded representation was also voted for the board of directors, the governing body of the association, whose numbers were increased from nine to twelve.

To finance this expanding association program, the membership unanimously approved increases in the dues structure, raising the minimum dues level of active members and the annual dues level of "council associate" and "associate" members. Unanimously approved also was an approximate 10% increase in the CFA administrative budget and an increased budget for the 1956 activities of the association's soil improvement committee.

A feature of the Nov. 7 convention program was a panel discussion on the subject of marketing problems and techniques with particular attention paid to the role of the fertilizer salesman. Serving as moderator of the panel was Dr. Daniel G. Aldrich, Jr., chairman of the department of soils and plant nutrition, University of California, Davis. Panel members included: Dr. Guy F. MacLeod, Sunland Industries, Inc., Fresno; F. Haven Leavitt, Shell Chemical Corp., San Francisco; Dr. J. E. Knott, University of California, Davis; Howard H. Hawkins, Golden State Plant Food Co., Glendora, Cal., and Gordon Bixler, Journal of Agricultural and Food Chemistry, San Francisco.

Dr. Aldrich, in introducing the panel discussion, pointed out that the greatest opportunity for the fertilizer industry lies in introducing new consumers to the use of fertilizers, and he cited the important role that the fertilizer salesman plans in the industry campaign to capitalize on this opportunity.

Dr. MacLeod reviewed the technical and educational background prerequisites necessary for the "ideal" competent fertilizer salesman. In his personality, he said, the ideal sal man must exhibit emotional stabil and maturity; he must be an trovert and have a pleasant appe ance and voice; and he must hav sound basic philosophy in regard the fertilizer industry as a "way life."

Technologically, the ideal salesm must have a formal training in s science and plant nutrition, Dr. M Leod suggested, pointing out t "even more important is his abil to continue to grow in this kno edge throughout his life." The sal man needs to be a "dedicated me ber of the team," he said, and m be sold on his company and his j

Mr. Leavitt reviewed the source of information that are availab to sales personnel to help them fertilizer sales and service wo with the farmer. He cited the valu of the county agents and influe tial farm advisers, the governme and state college publications dea ing with crops and soils, the indu try's trade papers, the farm pape and the many bulletins issued h individual companies serving th industry.

Dr. Knott discussed the basic co siderations in making recommend tions for fertilizer use. He cited t need to accumulate information fr many tests to determine the resu from a particular use of fertili in order to give the industry gui posts for specific recommendatio The farm advisers and experime station staff need to have the resu of all possible available tests broaden their knowledge, he said, a continued by urging increased operation between industry and fa adviser segments in this regard add to the value of test results.

Discussing the techniques used acquaint non-fertilizer users with t opportunities in using fertilizers, M Hawkins cited the lower-cost-p unit approach as the sound ba story to tell effectively.

"The first thing to do is t gain the confidence of the potentia user," he said. "Sound service t potential users will generally b rewarded with orders for fert lizers."

Mr. Bixler reported on the resu of a survey designed to determi changes in distribution channels f fertilizers, indicating that "it does n appear there are too many concert attempts to short-circuit the norm distribution channels in the Wes

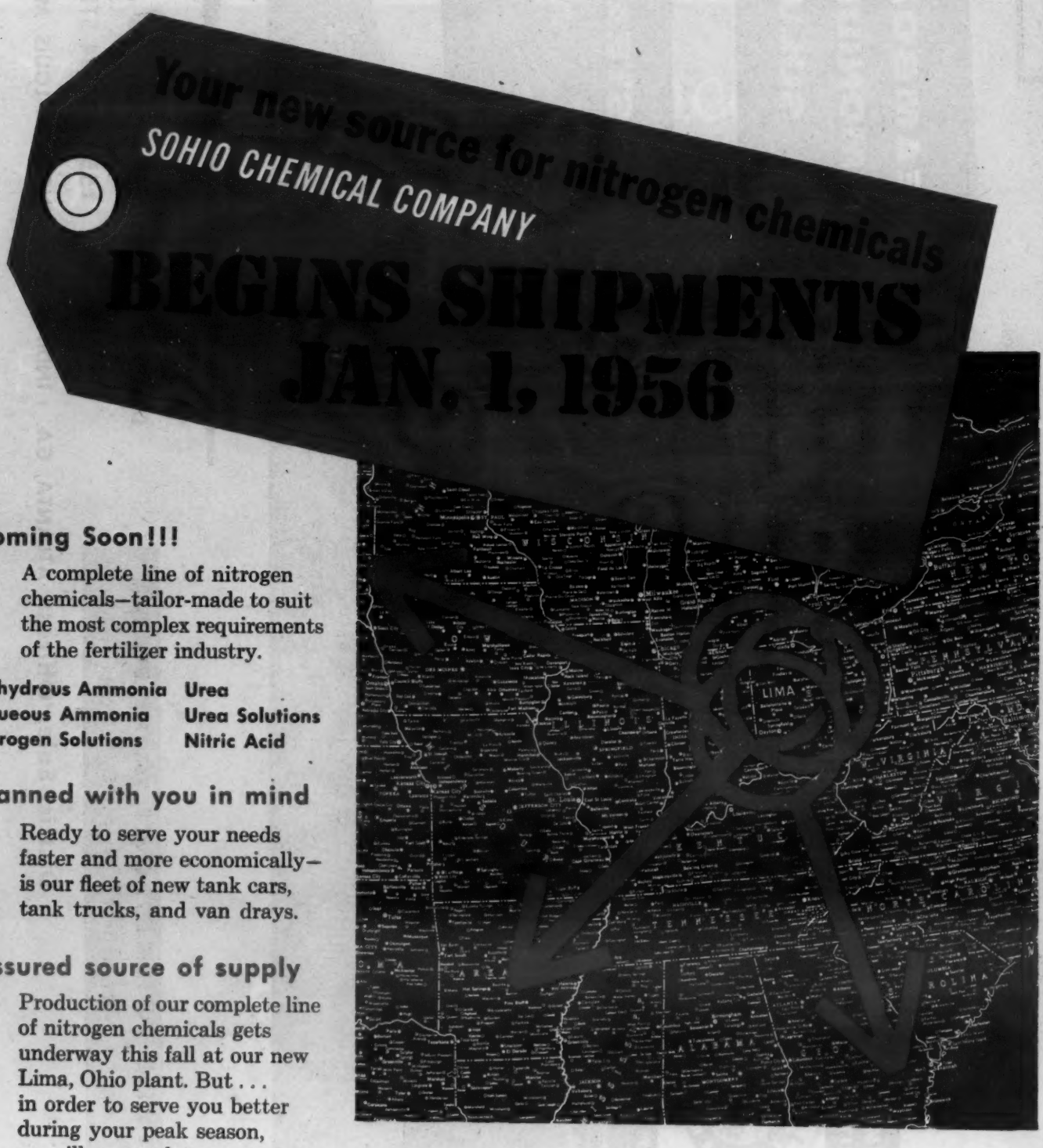
In the western states, off-seas sales promotion programs have d veloped some enthusiasm, he said, b the use of price discounts to encou age fall sales of fertilizer does n appear to have increased. He repor ed indications of strong movemen toward price stability.

Consignment selling, however appears to be on the increase i the fertilizer industry in the Wes he reported. The survey results in dicated, he said, that consignmen selling is even more prevalent i other sections, such as the south ern states. As factors causing th increase in consignment sellin practices he cited its advantage f relief of the inventory problem an

SPECIAL CITATION GIV

SAN FRANCISCO — James Quinn, California Sun Fertilizer Los Angeles, was presented a spec citation at the California Fertili Association meeting here Nov. The award was made in recogniti of his contribution to association fairs during his nine years of serv on the CFA board of directors.

The committee in charge of "Man of the Year" award, elected make the special citation to Quinn instead of naming a "man the year" for 1955.



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e incentive of financial advantage the purchaser.

Dr. Russell Coleman, executive vice sident of the National Plant Food titute, Washington, D.C., outlined program of the NPFI and urged California group to take advan- e of the availability of sales pro- tional materials designed to help aden the fertilizer market.

"We have a tremendous opportu- y and a tremendous challenge to aden the fertilizer market," he d. "We can make the market just ut as big as we want to make it."

Discussing the outlook for ferti- r consumption in the period ahead, pointed out that the historic trend for fertilizer consumption figures follow the farm income level. nt nutrient use, however, has not pped in proportion to the recent lining trend in farm income, he orted, citing the increase in high alysis fertilizers as the reason for continued upward use of plant rients.

Dr. Coleman predicted that during next five years net farm income l not likely be allowed to drop ch farther because of "political siderations."

"What happens to the fertilizer nsumption curve in the next five ars, however," he said, "depends on how much sales effort the in- stry puts out. This is the chal- nge to the industry, the chal- nge to make an all-out effort to ep the plant nutrient consump- on curve rising."

He outlined the work of the NPFI developing "sales tools" for use an increased sales effort. The eaker also presented slides show- the institute's work on its infor- tion program for bankers, includ- an advertising mat service and a ries of posters. He described the oklets prepared to disseminate fer- izer information developed in co- eration with the land grant col- es in regard to the lowering of e farmer's unit cost of production, d other media for information. entioned among the latter were oks, pamphlets, posters, films and des featuring information on fer- izer use and designed to be used educational work at all levels.

Citing the importance of credit and e importance of bankers' knowing e value of fertilizers, he reported at a CFA committee is working w with the national organization plans for an information program r bankers specifically designed for e in California for "our opportu- ty to sell more fertilizer lies in the ility of fertilizer to cut the farm- 's unit production costs," Dr. Cole- an pointed out. That the story must told in every way possible, that rmers' profit can be increased from e production from fewer acres, was phasized.

Mr. Coleman cited the import- nce of educating the youth of merica to the value of fertilizers nd he urged a continuing study f methods to increase the indus- ry's efforts to broaden the ferti- izer market.

Featured speaker at the Nov. 7 ncheon session was J. Earl Coke, ce president of the Bank of Amer- a, San Francisco. Citing the cur- nt over-abundance of agricultural oduction, he warned that "a real nger exists that sound agriculture ll be undermined by political solu- ons which do not solve the prob- ms but rather create additional oblems."

Mr. Coke pointed out that there e no surpluses of quality agricul- ral products, citing California cot- n and rice as examples. The pro- uction of these quality products, wever, is dislocated by a national rm program developed to meet the er-all surplus situation, he pointed t. He urged that the huge accumu- tion of surplus commodities be dis- posed of in a long-term well-ordered program.

Citing the importance of credit in the agricultural economy, he said, "we need better use of credit in agriculture."

"Credit has not been used as efficiently and as completely as it should be," he said. "Any farm budget recommendation of any bank that does not include fertilizer as an item in the cost of production is not realistic — and that bank is not looking to the full security of its loan."

Mr. Coke pointed out that there are great opportunities to reduce costs in agricultural production. It is the inefficient producers, he said, that want government aid "to maintain them in their inefficiency."

"We all have a responsibility to give the facts on efficient methods of production to the farmers to help them reduce their unit costs," he concluded.

The social side of the convention opened the evening of Nov. 6 with a cocktail party and buffet dinner at the Bohemian Club through the courtesy of Mr. and Mrs. Wilson Meyer and Wilson & George Meyer & Co., San Francisco, followed by attendance at the final performance of the Grand National Livestock Exposition at the Cow Palace. Other cocktail parties during the meeting were sponsored by the American Potash & Chemical Corp. and Balfour, Guthrie & Co., and a dinner event Nov. 7 was hosted by Shell Chemical Corp. The annual banquet was held the evening of Nov. 8.

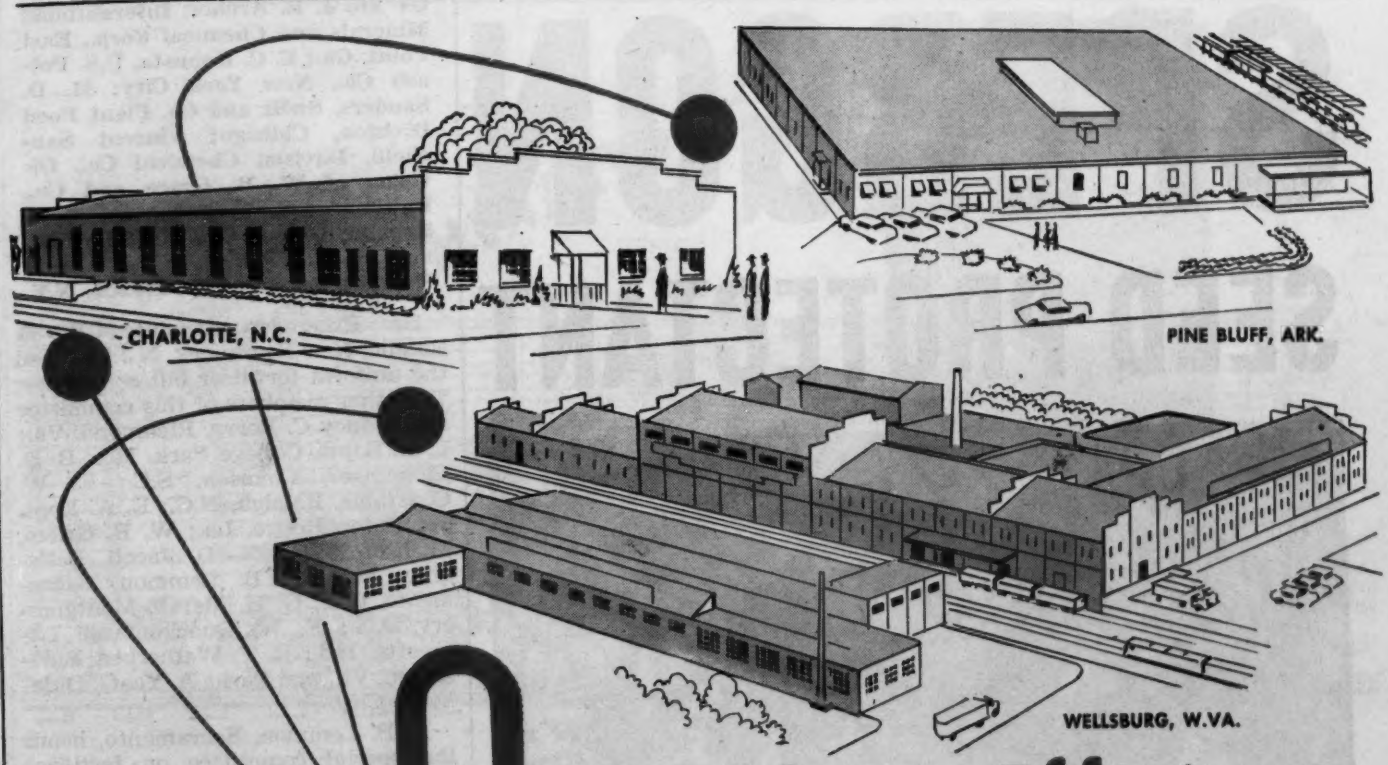
CFA NAMES NEW OFFICERS

SAN FRANCISCO—Names of officers and four new members of the board of directors were announced at the CFA meeting here. William E. Snyder, Wilbur-Ellis Co., Los Angeles, was elected president, succeeding B. H. Jones, Sunland Industries, Inc., Fresno. New vice president is Jack Baker, Bandini Fertilizer Co., Los Angeles.

William G. Hewitt, Pacific Guano Co., Berkeley, was elected treasurer, and Howard H. Hawkins, Golden State Plant Food Co., Glendora, Cal., was named secretary.

Re-elected executive secretary and manager of the association was Sidney H. Bierly, San Marino, Cal.

Four directors were elected to the board, including Mr. Hewitt and Mr. Hawkins. The other two elected were Virgil A. Frizzell, The Triangle Co., Salinas, for a one-year term; and M. M. Stockman, The Mountain Copper Co., San Francisco, for a three-year term.



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Hearing Scheduled In California on Quarantine Change

SACRAMENTO — The California Department of Agriculture will hold a public hearing in Sacramento Nov. 22 to receive evidence and testimony on the department's proposal to amend the yellow bud mosaic disease and the Hall's scale interior quarantine.

The department proposes to add portions of El Dorado, Nevada and Yuba counties to the area under quarantine for yellow bud mosaic disease and extend the quarantine lines in Napa and Placer counties.

This proposal would extend the present area under quarantine to include orchards outside of the present quarantine area in which diseased trees have been found. At present the quarantine area involves portions of Napa, Placer, San Bernardino, Solano and Yolo counties.

The department also proposes to add a new provision to the present Hall's scale interior quarantine to permit dormant trees which have been produced outside the quarantined area to be reshipped from the area under quarantine without fumigation. This quarantine affects the movement of plants and parts of plants, except fruits, of almond, apple, apricot, cherry nectarine, peach, pear, plum, prune, pomegranate and quince from and within portions of Yolo, Solano and Butte counties.

W. M. Campbell Heads Plant Food Group

RALEIGH, N.C.—W. M. Campbell, Dixie Guano Co., Laurinburg, N.C., was elected president of the Plant Food Institute of North Carolina and Virginia at the annual meeting of the group here recently.

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Committees Named For Fertilizer Control Officials

STATE COLLEGE, MISS. — Committee appointments for the Association of American Fertilizer Control Officials have been announced here by Dr. M. P. Etheredge, state chemist and dean of the School of Science. Dr. Etheredge is the newly elected president of the association for the coming year.

On the AAFCO states relations committee, Dr. Etheredge appointed H. J. Fisher, New Haven, Conn., as chairman. Others on this committee are R. C. Prewitt, Columbia, Mo.; J. L. Clough, Dover, Del.; J. A. Hennesy, Denver; Henry Walls, College Park, Md.; W. J. Huffman, Jackson, Miss., and Bruce Poundstone, Lexington, Ky.

Representing the fertilizer industry on the states relations committee are J. R. Archer, International Minerals and Chemical Corp., East Point, Ga.; E. C. Kapusta, U.S. Potash Co., New York City; M. D. Sanders, Swift and Co. Plant Food Division, Chicago; Vincent Sauchelli, Davison Chemical Co., Division of W. R. Grace and Co., Baltimore; S. F. Thornton, F. S. Royster Guano Co., Norfolk, Va., and W. J. Tucker, G. L. F. Soil Building Service, Inc., Ithaca, N.Y.

Dr. Etheredge appointed S. B. Randle, New Brunswick, N.J., to head the uniform fertilizer bill committee. The other members of this committee are Rodney C. Berry, Richmond, Va.; L. E. Bopst, College Park, Md.; B. D. Cloaninger, Clemson, S.C.; E. W. Constable, Raleigh, N.C.; E. A. Epps, Jr., Baton Rouge, La.; W. B. Griem, Madison, Wis.; K. D. Jacob, Beltsville, Md.; A. B. Lemmon, Sacramento, Cal.; G. H. Marsh, Montgomery, Ala.; F. W. Quackenbush, Lafayette, Ind.; R. T. Wetherbee, Burlington, Vt., and Parks A. Yeats, Oklahoma City.

A. B. Lemmon, Sacramento, heads the special committee on fertilizer guarantees. The others on this committee are K. D. Jacob, Beltsville, Md., B. D. Cloaninger, Clemson, S.C., and F. W. Quackenbush, Lafayette, Ind.

On the uniform lime bill committee, Dr. Etheredge appointed Rodney C. Berry, Richmond, Va., as chairman. The others appointed to this committee are J. B. Smith, Kingston, R.I., and W. B. Griem, Madison, Wis.

To the other agricultural chemicals committee, Dr. Etheredge appointed F. J. Fudge, College Station, Texas, as chairman; and D. K. Myers, Harrisburg, Pa.; E. A. Epps, Jr., Baton Rouge, and L. T. Alexander, Beltsville, Md.

H. R. Allen, Lexington, Ky., was named to head the auditing committee. The others named to this committee are John A. Hennesy, Denver, and Henry DeSalvo, Little Rock, Ark. M. B. Rowe, Richmond, Va., will be the new chairman of the credentials committee. Also appointed to this committee are Harry Johnson, Jr., Atlanta, and E. R. Tobey, Orono, Maine.

E. D. Schall, Lafayette, Ind., will chairman the resolutions committee. Floyd Roberts, Bismarck, N.D., and D.M. Stalter, Columbus, Ohio, are also on this committee.

The nominating committee will be headed by J. B. Smith, Kingston, R.I. The other members of this committee are Rodney C. Berry, Richmond, and Parks A. Yeats, Oklahoma City.

Appointed as investigators for the association are M. H. Snyder, Charleston, W.Va., general terms; J. W. Kuzmeski, Amherst, Mass., nitrogen products; J. F. Fudge, College Station, Texas, phosphorus; F. W. Quackenbush, Lafayette, Ind., potassium; J. B. Smith, Kingston, R. I., calcium, magnesium and manganese; Rodney C. Berry, Richmond, boron; M. Rowe, Richmond, Va., mixing segregation; George Laramie, C cord, N. H., registration forms; H. Ridder, Olympia, Wash., publi tions; W. J. Huffman, Jackson, Mi specimen labels; Crawford Wint Oklahoma City, tonnage reports; C. Jones, Richmond, Va., pesticid in fertilizers, and E. A. Epps, Baton Rouge, La., specialty fertiliz

AT NEW G.L.F. PLANT — Granu tor, one of two in the new G.L.F f tilizer plant, is examined by Or Howard, manager, and employee D ald Rooney, at Big Flats, N.Y., wh Cooperative G.L.F. Exchange I dedicated its 13th fertilizer plant cently.

G.L.F. Dedicates New $750,000 Fertilizer Plant

ITHACA, N.Y.—Cooperative G.L Exchange, Inc., Ithaca, dedicated $750,000 fertilizer plant at Big Fl N.Y., recently.

G.L.F. officials said it is the fir of G.L.F.'s 13 plants in New Yor New Jersey and Pennsylvania to designed around manufacture granular fertilizer.

Some 350 guests, including chemi manufacturers, college and extens service people, Farm Bureau offici and G.L.F. employees, directors executives toured the building dur the all-day affair.

Designed and built by Fertilizer gineering and Equipment Co., Gr Bay, Wis., the plant includes two m ing lines for both powdered granular products, with a capacity 30,000 tons a year.

Storage for 10,000 tons of bu and 1,500 tons of bagged fertiliz should allow operations to contin for 300 days of the year, officials the cooperative said. First pilot r will probably be within a month.

Main emphasis at the plant will on manufacture of high analys grades, for a 12 county area in sou central New York and northeast Pennsylvania.

Chemical Progress Week

WASHINGTON—The third ann Chemical Progress Week has be scheduled for April 23-28, 1956, was announced here by the Man facturing Chemists' Association, spo sor of the event. "The purpose of t week," said Gen. John E. Hull, U.S. (Ret.), MCA president, "is to bri home to the American people t significance of the chemical indust in terms of their daily life. In ad tion, we hope to establish a still clos working relationship between our dustry and the schools with the ho of interesting more young men a young women in scientific and tech cal careers."

FIRST ANNUAL MEETING

ebraska Fertilizer Institute lects Howard L. Peterson

HEAD NEBRASKA GROUP—Above are shown the officers of the Nebraska Fertilizer Institute, Inc. From left to right, they are: Stewart D. Daniels, General Fertilizers, Fremont, Neb., secretary; Howard L. Peterson, Lincoln Service & Supply Co., Grand Island, Neb., president; R. E. Bennett, Farm Fertilizers, Omaha, vice president, and George A. Spidel, Spidel Farm Supply, Waverly, Neb., treasurer.

INCOLN, NEB.—Howard L. erson, Lincoln Service & Supply Grand Island, Neb., was elected sident of the Nebraska Fertilizer titute, Inc., at its first annual eting here Oct. 31.

lso elected were R. E. Bennett, rm Fertilizers, Omaha, vice presi- t; Stewart D. Daniels, General tilizers, Fremont, Neb., secretary, George A. Spidel, Spidel Farm pply, Waverly, Neb., treasurer.

Named to the board of directors re Frank Brady, J. F. Brady Co., kinson, Neb.; Melvin Beermann, rmann Bros. Dehydrating Co., kota City, Neb., and Gilbert Erick- , Consumers Cooperative, Lincoln, b.

One of the major projects of the stitute in the coming year will to provide, at no charge, the cessary plant food for the Uni- rsity of Nebraska College of Ag- culture to carry on its research ork.

Leo Orth, Minnesota Farm Service , St. Paul, the principal speaker at banquet, talked on "Prescription rming."

He pointed out the importance of soil tests in relation to making tilizer recommendations. He stated at too many farmers apply only a rtion of the fertilizers needed to tain maximum or even optimum elds.

Furthermore, Mr. Orth pointed out necessity of having the correct tilizer combinations. Some farmers ve a tendency to ignore the need phosphorus or potash and apply y nitrogen, thus realizing only a rt of the potential yield of that rticular crop, he said.

The afternoon session heard Robert son, associate professor of agrono- , University of Nebraska, College Agriculture, speak on his research rk on radio-phosphorus. Dr. Olson plained that by making the phos- orus which was applied to the soil dioactive, researchers could meas- e the amount of phosphorus used the plant by the use of a geiger unter.

He stated that the use of radio- ctive materials in research is the ggest thing that has been con- ributed to science since the micro- cope.

He explained how research scien- ts could tag cerain isotopes of fferent chemical fertilizers and ce their movement from the time application to the soil until the op was harvested. In other words ey can tell how much of the ap- ied fertilizer was used by the plant d the whereabouts of the remain- g plant food, he said.

Dr. Olson showed the group, rough the use of colored slides, the fect nitrogen has upon the utiliza- n of both soil phosphorus and emical phosphorus. It was shown at the plant utilized phosphorus tter when nitrogen was also ap- ied. But Dr. Olson cautioned the roup that certain nitrogen carriers d not have the power to release or convert the phosphorus into a usable form.

The second speaker of the afternoon session, Dr. Mark Weldon, chief extension agronomist at the Nebraska College of Agriculture, spoke on "Nebraska Soils as Revealed by Soil Testing."

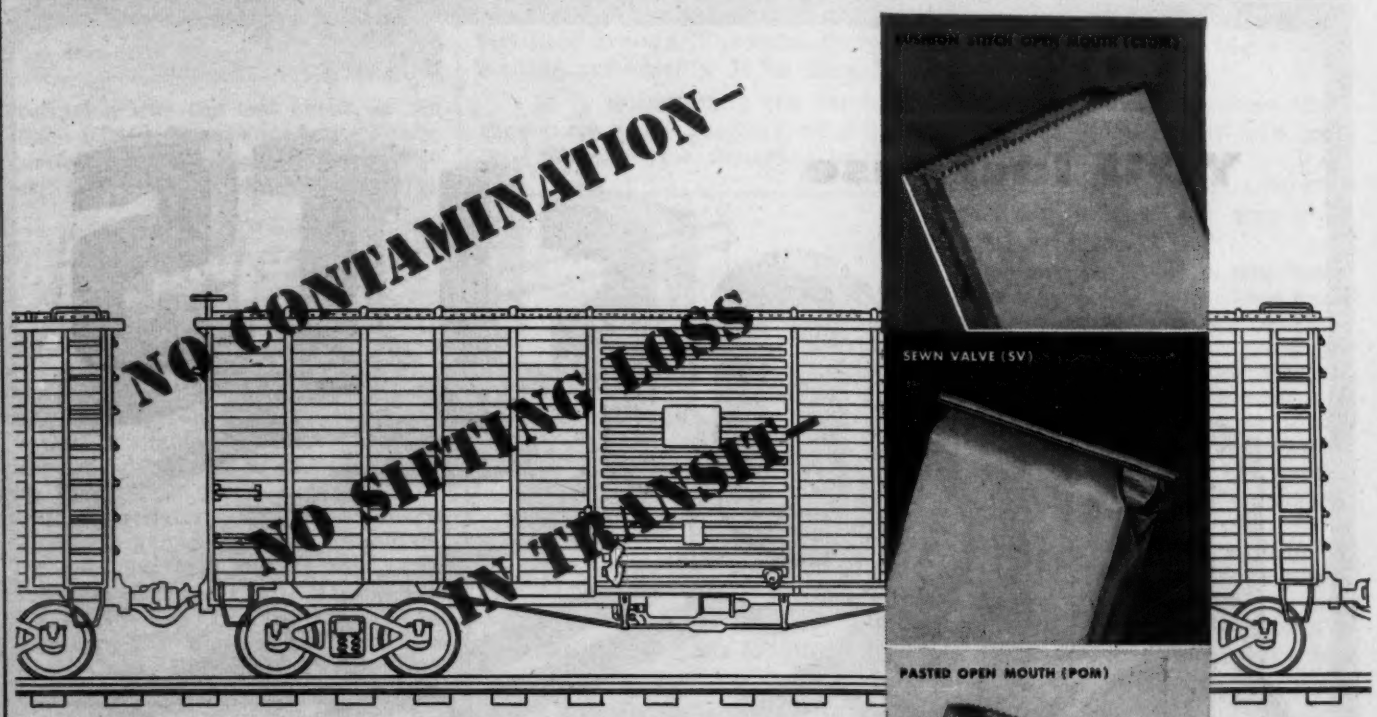
Dr. Weldon stressed the importance of soil testing and the proper interpretations of the test in regards to the correct fertilizer recommendations. He created a projected problem of the amount of phosphorus needed in a certain county in Nebraska based upon the state recommendations for phosphorus.

By using statistics on the number of acres of each crop in that county and the amount of phosphorus needed for optimum yield of that particular crop, Dr. Weldon came up with a figure in tons of available phosphorus needed in the county.

The figure would make any manufacturer, jobber or retailer realize that he has been selling only a fraction of the fertilizer to the farmer that he really needs for optimum production.

abricated Metals ames Representative

SAN LEANDRO, CAL. — Royal hemical Co., Denver, has been ained by Fabricated Metals, Inc., an Leandro, Cal., as representative r its line of liquid fertilizer manu- cturing equipment and application quipment in Colorado and Nebraska. The announcement was jointly ade by C. B. Coleman, president of abricated Metals, and Clyde Gilna, resident of Royal Chemical Co.



when you bag in

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BRITISH FIRMS

(Continued from page 1)

plant will be built by Fisons nearby at a cost of $12,600,000. It will use 60,000 tons of ammonia a year from Shell Haven for the production of ammonium-based fertilizers.

The balance of the ammonia output at Shell Haven will be used by Shell for the manufacture of ammonium nitrate and limestone fertilizers for the U.K. market. In addition, anhydrous ammonia and nitric acid will be available for the fertilizer industry.

• • •

Fisons to Drop Potassium Project

LONDON — Fisons, Ltd., has decided not to proceed with the project for obtaining potassium deposits located in north eastern Yorkshire, England.

Preliminary investigations were conducted in association with Imperial Chemical Industries, Ltd. Earlier this year ICI announced that due to the heavy cost of lifting the deposits it had decided to withdraw from the scheme. It was explained at the time that Fisons had not come to any decision.

The deposits are located at a depth of 3,500 to 4,500 ft. and their use at this time was deemed uneconomic. The view was expressed that some time in the future it would be a worthwhile proposition to undertake mining but it was felt that currently German supplies were much cheaper and that the British resources could not meet this competition.

Fisons state that the work has exposed the presence of a national asset that will undoubtedly be exploited in the years to come.

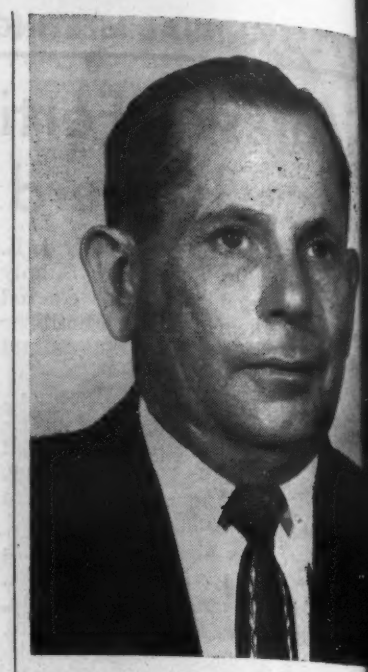
Both companies are placing the technical information obtained at the disposal of the British government. Observers say that hopes had been expressed that the government would provide financial assistance in view of the importance of the discovery to the national economy. However, the government stated that at this stage the question of support could not be considered.

Little Chance Seen for Bushelage Crop Controls

WASHINGTON — Remarks last week by Ezra Taft Benson, secretary of agriculture, that bushelage or poundage restrictions were under consideration, among other measures, for controlling crop production, surprised observers here.

However, USDA staff officials told Croplife that the secretary's comments, made off-the-cuff to a press comment, were only casual to point up the fact that he and his staff were not unaware of all possibilities for control measures.

These same officials told Croplife that no radical control measures of this nature were probable.



R. C. Byrd

JOINS DOUGLAS — New dis manager for the Southeastern t tory for Douglas Chemical Co. C. (Bob) Byrd. His territory inc North and South Carolina, Geo Florida and Alabama. Douglas headquarters in North Kansas Mo., and manufactures grain tectants, fumigants, insecticides agricultural chemicals. Mr. Byrd merly was sales manager for Nelson Brokerage Co. of Atlant

Nitrogen Division to Launch Public Relation Advertising Program

NEW YORK—A new public tions advertising program designe tell farmers how to make m through the adequate use of fert despite the current farm cost- squeeze has been announced by N gen Division, Allied Chemical & Corp.

The theme of the program, " tilizer Grows Farm Profits," is b on studies by government and dustry groups. These studies that double or triple crop yields be obtained by using more fert and that farmers can thereby get or three times as much income the same amount of land, or lesser acreages in some insta Increased yields and income e the farmer to carry fixed cost spite lower crop prices, acreag strictions and increased cost of t he has to buy.

The program will consist o series of full-page, two-color vertisements appearing through 1956 in leading farm publicat reaching more than 3½ mil farmers each month. Direct mail will be made to members of fertilizer industry, county agri tural agents, farm bankers others particularly interested farm prosperity.

None of the advertisements mention any fertilizer brand, but promote the use of all types of n fertilizers made by some 1,500 m facturers. Nitrogen Division has the past two years been sponso educational work on fertilizer nomics with farm youth groups, as 4-H and Future Farmers of A ica, agricultural educators and entists and other agricultural lea

Sulfur Production

WASHINGTON — The dom sulfur industry produced 500,710 tons of native sulfur and 34,500 of recovered sulfur (of a purit 97% or greater) during August cording to reports of producers t Bureau of Mines, U.S. Departme the Interior. Producers' stock native sulfur increased slightly the previous month, and at the of August totaled 2,943,466 ton

When You Sell

Lion Nitrogen Fertilizers

Because The LION Brand Is Pre-Sold

HERE'S THE LION LINE-UP OF QUALITY NITROGEN FERTILIZER MATERIALS

Lion Anhydrous Ammonia—82.2% nitrogen. Quality guaranteed.

Lion Aqua Ammonia—Ammonia content about 30%—other grades to suit your requirements.

Lion Ammonium Nitrate Fertilizer—Improved spherical pellets. Guaranteed 33.5% nitrogen.

Lion Nitrogen Fertilizer Solutions—Various types to suit your particular manufacturing needs.

Lion Sulphate of Ammonia—White, uniform, free flowing crystals. Guaranteed 21% nitrogen.

Retailers who market Lion nitrogen fertilizers are enjoying sales increases and expanding profits, because the Lion brand is being continuously *pre-sold* to farmers—and retailers reap the benefits.

Throughout the year, Lion advertising appears in leading state farm publications, and in Farm & Ranch-Southern Agriculturist, Prairie Farmer, Progressive Farmer, and Wallaces' Farmer & Iowa Homestead. These advertisements tell farmers —again and again—the *facts* about plant foods: that the farmer who uses the proper kinds and amounts of commercial fertilizers will increase his yields and his profits. This advertising sells fertilizers, for Lion and for *you!*

Lion's two giant chemical plants have the capacity to assure you a steady supply of the most popular and economical types of nitrogen fertilizers. In fact, Lion is the world's largest manufacturer of prilled ammonium nitrate, and one of the industry's leaders in producing other nitrogen fertilizer materials.

It's easy to sell nitrogen fertilizers with the Lion emblem on the bag, or Lion's anhydrous ammonia. And easier selling adds up to *more profits for you.*

DISTRICT SALES OFFICES: NATIONAL BANK OF COMMERCE BUILDING, New Orleans, La. • SHEPHERD BUILDING, Montgomery, Ala.

LION OIL COMPANY

A DIVISION OF MONSANTO CHEMICAL COMPANY

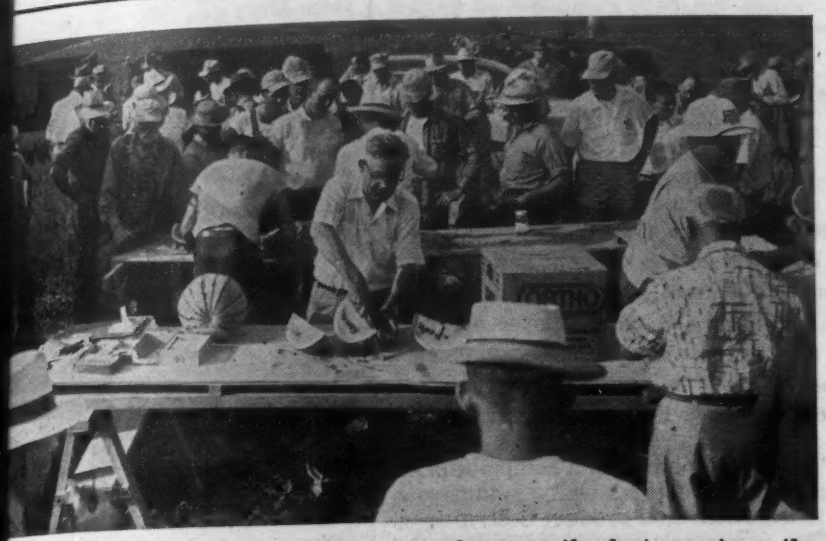
EL DORADO, ARKANSAS

Special Retail Section

Better Selling

Richer Fields for Dealers

A SPECIAL CROPLIFE DEPARTMENT TO HELP RETAILERS IMPROVE MERCHANDISING KNOW-HOW



NCH TIME—A stop for ice cold watermelon was the last event on the ogram at a corn field day held by Wallace Kittle, Sunnyside Acres Equip-nt Co., Queen City, Mo. About 100 persons who attended the event saw ults of soil treatment and corn variety test plots on Mr. Kittle's farm.

Missouri Retailer Promotes Fertilizer at Corn Field Day

Wallace Kittle of the Sunny Acres uipment Co. of Queen City, Mo., active and progressive fertilizer aler, went all out this year in pro-oting fertilizer use in his area. Mr. ttle, who also handles Pfister hy-id seed corn, held a corn field day. About 100 people turned out for e event which was held on Mr. ttle's farm. There they saw corn owing on fields which had had fferent soil treatments, and they re able to see a hybrid corn vari-y test plot. The farmers were taken a tour of the farm in tractor awn wagon trains accompanied by truck with a public address sys-m.

At each of the stops on the tour, erry Onstot, agronomist for Davi-n Chemical Co., Division of W. R. race & Co., Joplin, Mo., discussed e various fertilizer treatments hich had been used and Don Bar-ett, representative for Pfister As-ciated Growers, Inc., discussed hy-id corn varieties.

The final stop on the tour was held Mr. Kittle's fine, lush, ladino-fescue asture and at this stop Bill Tinsley, avison Chemical Co., Division of . R. Grace & Co., acted as master ceremonies. He introduced Jamie aggs, county agent of Schuyler ounty, who discussed the farm plan hich Mr. Kittle is using on his farm. aylon Fanning, county agent for dair County, discussed the crop roduction and marketing outlook for he fall season.

The featured speaker of the aft-ernoon was John Falloon, exten-sion soils specialist of the Univer-sity of Missouri, College of Agri-culture, who discussed the fertil-ity needs of Missouri soils and the part that fertilizer plays in help-ing the farmer to secure best re-sults in his crop production pro-gram.

Following the tour Mr. Kittle erved ice cold watermelon.

As a dealer Mr. Kittle recognizes hat one important way to promote he use of fertilizer is to actually how farmers what can be and is eing done with fertilizer to improve rop yields and quality. He feels that a fertilizer dealer has more of a re-sponsibility to the farmer than just "selling" him fertilizer.

He feels that service, too, is important, and through field days such as this he feels that he is helping make available to the farmers a service which will be of much value to them.

Representatives of three of his suppliers joined with him to help out on the planning and arrangements, Davison Chemical Co., Division of W. R. Grace & Co., Pfister Associated Growers, Inc., and International Minerals Corp., Phosphate Division.

Farmer's 'Mistake' With Fertilizer Almost Triples Yield

A recent issue of Farm Journal magazine tells of a Texas wheat grower who "chuckled all the way to the bank over a mistake he made," by putting too much fertilizer on his land. He set the valve to put on 50 lb. of anhydrous ammonia per acre, but it didn't look like he was getting enough on, so he opened the valve some more.

Before he knew it, the tank was empty, and he realized he had socked 2,520 lb. of fertilizer on only 20 acres—126 pounds per acre. "That wheat sure looked sad," he said. "I thought I'd burned it down to the ground."

But 10 days later, the fertilized acres were running away from the wheat that was irrigated but not fertilized. When he combined, the 20 acres averaged 64 bu.—Wichita wheat that sold for seed at $2.25 bu. The other 40 acres that had received only water made only 23 bu.

The big dose of anhydrous cost $12.60 an acre, but made an extra $92.25 worth of wheat.

Farmers' Breakfast

A good business idea was used by businessmen of Perry, Iowa. They invited farmers to come to Perry to attend a free Farmers' Breakfast, with orange juice, pancakes, little pork sausages, fried eggs, ham and toast and coffee. Naturally the farmers remained in town to do a lot of buying. They hurried through early morning chores to get to Perry to eat with their businessmen friends.

SHOP TALK

OVER THE COUNTER

FOR THE DEALER

By EMMET J. HOFFMAN
Croplife Merchandising Editor

The fertilizer industry continues to suffer from undesirable trade practices of some organizations which use misleading advertising and make false selling claims. Such firms create a difficult situation for dealers who are established in their own home towns with recognized fertilizer brands. The established dealer just can't afford to make misleading statements. If he does, he doesn't stay in business.

It is unfortunate for reputable dealers and manufacturers that they have to be plagued with the misunderstandings and ill-will created by the few itinerant sellers of "miracle" fertilizer, offered at "wholesale" prices and guaranteed to make the farmers' soil forever a Garden of Eden.

A recent report of another ambitious plan for farmers comes from officials of the Indiana Grain & Feed Dealers Association, who say that an out-of-state company is operating in northern Indiana. The company is contracting with farmers for a soil improvement plan, whereby the farmer pays a per-acre fee for soil testing, laboratory analysis and a suggested "formula" fertilizer.

The company offers fertilizer at "wholesale" prices and it said that its advertising in newspapers is misleading, the Indiana report says. The company reportedly will build a fertilizer plant soon.

Officials of the Indiana association wisely suggest that customers will not go wrong if they will consult their county agent or state university regarding such plans and selling schemes. The established dealer, whose products and practices are well known to the county agent will invariably be suggested to the farmer as the person to see when it comes to making fertilizer purchases. The local dealer just won't take the chance of making misleading promises if he wants to stay in business.

By RAYMOND ROSSON
County Agent, Washington County, Tenn.

Periodically bank examiners visit our commercial banks, checking on balances for the protection of depositors and the public at large.

One of our banking friends happened to mention bank examiners and led us to think about our biggest bank, the "soil bank."

Every good farmer knows, and every good dealer of plant foods knows, that the well being of all of us depends on how much plant food is on deposit in this basic bank of ours—and every business man, banker and professional man should know.

After all: when farmers sell their corn, small grain, cotton, tobacco, milk, beef or eggs, he's selling plant food. And when the folks in the towns and cities consume these things, they consume so much plant food, never to be returned to the soil. In other words when we purchase clothing, milk or cigarettes, we draw a check on our great soil bank for so much plant food.

We then thought of the wonderful productions of the past decade or more, and we understand that our plant food balance is still in the black . . . which makes us want to ask the question, "why and how can this be?"

After considering all angles, we've come to the conclusion the answer is that most of our farmers have sought the correct information from their experiment stations and from well informed dealers, and they have acquired the know how. . . . Good farmers are good bankers.

Farmer-Dealer Relations

Farmer-dealer relations, it has been said, are not a one-way street. The farmer has certain obligations to the farm chemicals dealer and one of the main ones concerns credit.

The dealer simply cannot keep his stocks up nor give the service required if he has too much of his money tied up in credits. Credit, properly controlled, is a normal and proper part of fertilizer distribution. It is normal and proper only if the time of payment is understood in advance and the payment made when due. In some cases the farmer "rides" the dealer and if a particular crop is not too profitable the dealer may wait indefinitely for his money. Fertilizer has to be sold on a smaller margin than most farm supplies and there isn't room for long, slow accounts.

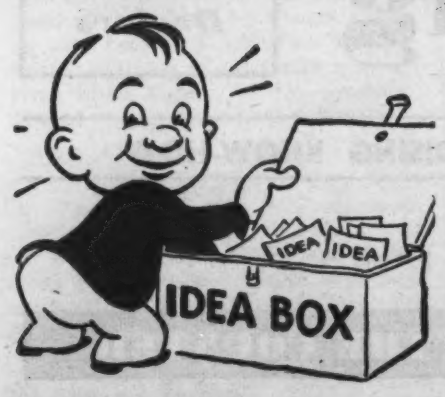
Close cooperation enables the farmer to keep the dealer pretty well informed as to what his fertilizer needs will be for the coming year and, knowing in advance what the needs are; to accept as large quantities as the farmer's storage will permit.

NAMED MANAGER

ELDON, MO.—Wyeth Bond has been appointed manager of the Eldon Missouri Farmers Assn. Exchange, succeeding Jake Van Strein who is going to sell insurance.

Better Selling

Richer Sales Fields for Dealers



What's New...

In Products, Services, Literature

You will find it simple to obtain additional information about the new products, new services and new literature described in this department. Here's all you have to do: (1) Clip out the entire coupon and return address card in the lower outside corner of this page. (2) Circle the number of the item on which you desire more information. Fill in your name, your company's name and your address. (3) Fold the clip-out over double, with the return address portion on the outside. (4) Fasten the two edges together with a staple, cellophane tape or glue, whichever is handiest. (5) Drop in any mail box. That's all you do. We'll pay the postage. You can, of course, use your own envelope or paste the coupon on the back of a government postcard if you prefer.

No. 6341—Storage Tank Liners

A brochure has been prepared by the Flexi-Liner Co. on its storage tank liners, called by the trade name, Flexi-Liners. According to the brochure, the liners are liquid-tight, flexible cylindrical sacks made of special plastic sheeting. The large bags are for installation inside storage tanks to prevent corrosion of the tanks and to protect contents from iron contamination by the tank. Secure the brochure by checking No. 6341 on the coupon and mailing it to this newspaper.

No. 6334—Loader

A new and larger two-wheel-drive "Payloader" tractor-shovel, model "HAH," has been announced by the Frank C. Hough Co. The model, which has a struck capacity of ¾ cu. yd. and a heaped capacity of 1 cu. yd., incorporates all of the features of the smaller "HA" model which was introduced last February. One feature is the bucket breakout action which permits 40° of tip-back at ground level. The new model "HAH" has a breakout force of 4,500 lb., a lifting capacity of 4,000 lb. and a carrying capacity of 3,000 lb. at 4 m.p.h.

Especially designed for stockpile work, this new unit has a short turning radius and rear-wheel power steering. The high lift of 7 ft. 9 in. enables it to load trucks or elevated hoppers. Secure more complete details by checking No. 6334 on the coupon and mailing it to this publication.

No. 6342—Plastic Drum Faucet

A polyethylene plastic drum faucet has been introduced by the Multi-Meter Corp. Designed to fit all ¾ in. standard drum openings, this new full-sized faucet is claimed to be durable and light weight. Polyethylene construction prevents reaction with strong acids, alkalies, oils, etc. Secure more complete information by checking No. 6342 on the coupon and mailing it.

No. 5321—Catalog

The Chantland Manufacturing Co. has available a new catalog describing its conveyors and allied products. The catalog includes a complete price list, fact sheets as well as numerous illustrations and product descriptions. The company's conveyors, called the Elton line, are available for handling a wide variety of materials in sacks, bales, boxes and in bulk. Conventional conveyors, as well as wheel and roller units in straight and curved models are described in the catalog. Secure the catalog without charge by checking No. 5321 on the coupon and mailing it to this publication.

Also Available

The following items have appeared in the What's New section of recent issues of Croplife. They are reprinted to help keep retail dealers on the regional circulation plan informed of new industry products, literature and services.

No. 6332—Brochures

The Elsevier Press, Inc., has announced the availability of three brochures describing publications of technical interest. They are: 1. A 52-page brochure describing in detail Elsevier's Encyclopaedia of Organic Chemistry. The encyclopaedia, 14 volumes now published, is an exhaustive, comprehensive description of carbon compounds — their chemical, physical and chief physiological properties. 2. A 30-page catalogue of Elsevier's Scientific and Technical Publications. 3. An eight-page brochure describing Elsevier's Chemistry of Carbon Compounds series. Secure the brochures by checking No. 6332 on the coupon and mailing it to Croplife.

No. 3798—Concrete Floors

"The Care and Maintenance of Concrete Floors" is the title of a 12-page booklet just released by the National Sanitary Supply Assn. The problems of "dusting" and "blooming" are explained and suggestions for overcoming them are outlined. Cleaning, finishing and daily maintenance tips are set forth. The booklet is available without charge and may be obtained by checking No. 3798 on the coupon and dropping it in the mail.

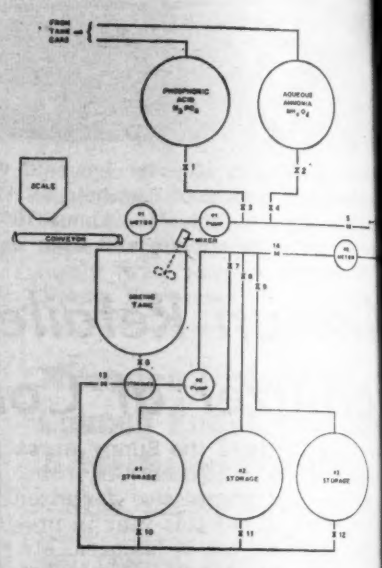
No. 6330—Spray Method

Developments in the Hose-Mix't spray guns and pellets for pest and plant disease control have been announced by their manufacturer, International Research Corp. The company's method of spraying uses a light-weight, unbreakable gun which attaches to an ordinary garden hose. Normal water pressure will send out a stream 20 ft. or more, it is claim... A nozzle on the gun makes ... spraying action adjustable from ... mist to a stream for high shrubs ... trees. Chemicals which make a co... plete spray formula are supplied ... pellet form in fiber containers. T... Hose-Mix't gun does the mixing. P... lets are poured into the mixing cha... ber. Secure more details by checki... No. 6330 on the coupon and mailing ...

No. 6338—Liquid Fertilizer Productio...

Literature containing operating ... structions for liquid fertilizer prod... tion has been prepared by the Sta... ard Steel Manufacturing Co., I... The types of raw materials are list...

PLANT - SCHEMATIC



together with operating details. ... large schematic drawing of a plan ... similar to the one pictured here, ... included with the instructions. Th... literature notes that "these instru... tions will help you operate your pla... easily and efficiently. They are d... signed to help you make the mo... fertilizer for every dollar you pay fo... raw materials . . ." Secure the lite... ature by checking No. 6338 on th... coupon and mailing it to Croplife.

No. 6336—Applicator...

The Pollard Manufacturing Co. ha... developed a new anhydrous ammon... applicator called the "Nitroge... Prince." The company announcemen... states that the applicator has "a ne... and revolutionary design embodyin... a new application of weight transfer." The new applicator has two wearin... surfaces which "make for low up... keep and fast power saving opera... tion," it is claimed. An added featur... is adjustable ground wheel spacing a... well as adjustable knife spacing... Standard on this machine are 1¼ i... double coil spring shanks, fast ba... hitch coupling and special alloyed an... hardened knives. For further detail... check No. 6330 on the coupon an... mail it to Croplife.

No. 6339—Insecticide...

A detailed description of methy... parathion, an organic phosphate in... secticide recommended for the con... trol of aphids and spider mites o... cotton, is contained in a new tech... nical bulletin published by Monsant... Chemical Company's Organic Chem... icals Division. Company officials stat... ed that "methyl parathion, like para... thion (Monsanto's Niran), is non... translocating when applied to foliage... It has proved more effective tha... parathion against cotton boll weevi... and is included in the official recom... mendation for cotton insect control... Experiments now in progress indicate... good potentials for the compound... against aphids on grapes, aphids an... weevils on alfalfa, and several other... pests including beetles, caterpillars... and mosquito larvae. Combinations o... methyl parathion and parathion are...

Send me information on the items marked:

- ☐ No. 3798—Concrete Floors
- ☐ No. 5300—Display
- ☐ No. 5309—Accounts Receivable
- ☐ No. 5321—Catalog
- ☐ No. 6328—First Aid Kit
- ☐ No. 6330—Spray Method
- ☐ No. 6334—Loader
- ☐ No. 6331—Stabilizer
- ☐ No. 6332—Brochures
- ☐ No. 6333—Field Speedometer
- ☐ No. 6335—Toxicant Vehicles
- ☐ No. 6336—Applicator
- ☐ No. 6337—Absorbent Agent
- ☐ No. 6338—Production Literature
- ☐ No. 6339—Insecticide
- ☐ No. 6340—Applicator
- ☐ No. 6341—Tank Liners
- ☐ No. 6342—Drum Faucet

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COMPANY .....

ADDRESS .....

CLIP OUT—FOLD OVER ON THIS LINE—FASTEN (STAPLE, TAPE, GLUE)—MAIL

FIRST CLASS PERMIT No. 2
(Sec. 34.9, P. L. & R.)
MINNEAPOLIS, MINN.

BUSINESS REPLY ENVELOPE
No postage stamp necessary if mailed in the United States

POSTAGE WILL BE PAID BY—

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P. O. Box 67,

Reader Service Dept. Minneapolis 1, Minn.

stered for use in California on a ety of horticultural crops. The compounds are very similar although a higher volatility is indicated methyl parathion, imparting better fumigant properties to a spray." ure the bulletin, 0-55, by checking 6339 on the coupon and mailing it Croplife.

o. 6337—Absorptive ulking Agent

new line of synthetic calcium ates trade-named "Micro-Cel" has n announced by Johns-Manville p. The material has been proven n absorbent-grinding aid for high id concentrate insecticide wettable powders and as an anti-caking

ent in fertilizers and insecticide sts, according to the manufacturer. e makers say it will absorb one 2½ times its weight of liquids and ll remain a free-flowing powder. ee photo which shows a graduate water being added to the product th the result that the product will ll flow.) Bulk density ranges from e to 15 lb./cu. ft., according to ade. Fast, uniform blending with- t segregation is listed as one of its aracteristics. The material is inert, th a pH range of 8.0 to 10.0. For ore details, check No. 6331 on the upon and drop it in the mail.

o. 6340—Applicator

Schelm Brothers, Inc., is now manacturing and distributing a nitro- n solution applicator designed by . A. Senesac. Called by the trade me, Senesac-Schelm "do it your- lf" applicator, the unit comes uipped with a 100-in. tool bar and ur knives. Tool bar extensions and tra knives are available to give 0-in. row coverage with any de- red knife spacing. A spray boom is ailable to convert the unit into a iler spray for applying non-pres- re solutions or insect and weed emicals. Controlled air pressure is pplied by a mounted compressor. heck No. 6340 on the coupon, clip nd mail it to secure more informaon.

No. 6333—Field Speedometer

An all-purpose field speedometer is ow being offered by the O. W. romer Co. The speedometer can be sed to run on the ground or off a mooth tire. It comes complete with drawbar hitch. The unit can be ttached to all types of farm equipent and is claimed to give precise easurement in tenths and hunredths of a mile. It registers all peeds from 0 to 10 m.p.h. and reords miles up to 10,000 miles. More omplete information may be secured y checking No. 6333 on the coupon nd mailing it.

No. 5309—Accounts Receivable

"Simplified accounts receivable for etailers" (SARR) is described in an -page folder released by Remington and. Based on the company's "simlified unit invoice accounting plan" (SUIAP), "simplified accounts reeivable for retailers" uses no acounting machines and requires no highly trained clerks. It is claimed o provide a complete, accurate and ast method of handling accounts reeivable. The method uses Remingon Rand's Kolect-A-Matic trays, oused in Safe-Ledger equipment for 4-hour protection from fire, and proides an accounts receivable ledger omposed of open, unpaid items only, a monthly statement for each customer, and a history of each account. Secure literature on this method by checking No. 5309 on the coupon and mailing it.

No. 6331—Stabilizer

The Velsicol Chemical Corp. has available a new product called Deactivator "E" for stabilizing endrin-parathion dusts. Tests leading to the production of this product were conducted by Velsicol's research department working in collaboration with the American Cyanamid Co. Deactivator "E" is recommended only for use in endrin-parathion blends; it is not intended for use with endrin alone, the company states. The deactivator should be used only with those carriers and diluents that have been tested and found satisfactory by Velsicol chemists. A list of the carriers and diluents, together with formulation details, is available in bulletin No. 509-2 titled: "Suggested Formulations For Endrin-Parathion Dusts." Secure it by checking No. 6331 on the coupon and mailing it.

No. 6335—Vehicles For Toxicants

Literature concerning vehicles for agricultural toxicants has recently been prepared by the Soluble Products Co. The firm's line, known as Aquacels, is described as non-toxic powders, instantly soluble in cold water, always uniform and 100% active. Effectiveness with seed protectants, insecticide sprays, wettable powders and dusts, nursery stock dip coatings and other agricultural toxicants is claimed. A bulletin on recommended Aquacels for use with various types of agricultural toxicants, together with the conclusion of a typical research laboratory report will be supplied without charge. Merely check No. 6335 on the coupon and drop it in the mail to Croplife.

No. 6328—First Aid Kit

Neutralize is the trade name of a product contained in a first aid kit prepared by the E. D. Bullard Co. for use on persons who have come in direct contact with anhydrous or liquid ammonia. Company spokesmen said: "Neutralize, a colorless, odorless liquid, will counteract the effects of ammonia immediately. It is essential only that the product be poured directly into the eyes or over the skin. It is packaged in 4-oz., unbreakable polyethylene. There are 4 bottles of Neutralize in each Bullard ammonia first aid kit. In addition there are 11 unit first aid packs in the kit, containing such things as gauze pads and absorbent compresses, scissors, eye dressing equipment, and Merthiolate, in the new Uni-Drop dispenser. Complete information for specific first aid treatment of ammonia victims is included in each metal kit." Secure more details by checking No. 6328 on the coupon and mailing it.

No. 5300—Display

The American Scientific Laboratories announces new packaging for its product, Banarat Bits. Each case of 12 1-lb. bags of this warfarin rat killer is now supplied in duplex shipping cartons. The carton is printed inside and out so as to become a merchandising unit when opened. It is convenient for counter or island display. Secure more complete details by checking No. 5300 on the coupon and dropping it in the mail.

Dates Set for Texas Chemicals Conference

LUBBOCK, TEXAS—An area-wide agricultural chemicals conference will be held in Lubbock Feb. 14-16. It will be sponsored by Texas A&M College, Texas Tech, Lubbock Chamber of Commerce and the West Texas Chamber of Commerce.

The Bulletin Board

No. 13 in a series from the Spencer Chemical Magazine, "Today's Fertilizer Dealer"

He outsells 'em all with a record book! Art Whiting (left) shows Bob Henderson, Crawfordsville, Iowa, farmer, what the book shows he needs.

You Can't Argue With a Record Book!

By R. L. BALSER
Spencer Senior Agronomist

If you didn't know about Art Whiting's startling record book results, you'd have cause to wonder what his excuse is for outselling 'em all on fertilizer!

It all started about a year ago when this Crawfordsville, Iowa, fertilizer dealer wrote 33 best sellers in the form of farm record books. Each is a detailed account, containing a map of the farm, cropping history, a record of what each crop has removed, record of yield goal, manure application, nutrients added when sods and residues are plowed down, space for noting nutrient deficiency signs, soil test results, liming history, fertilizer history and yield record.

Art put a lot of sweat into those 33 books. Much time was consumed at the county Soil Conservation Service, merely outlining a map of each farm. What's more, he's only started—he's about ready now to start on 30 more books.

But once he has it all on record, he's got a customer for keeps! Some farmers tell Art he's keeping a much better record of the farm than they are. Some were real surprised when Art visited the farm and showed them a record of their place. A normal reaction: "Where'd you get all this?"

Here's how Art uses his record book: The farmer he visits (most of his sales are on the farm) asks Art how much fertilizer to put on the corn. Art asks him how many bushels he wants to raise. The farmer more than likely says, "Oh, 100 bushels, I guess." Then Art figures out what nutrients he will need and how much it will cost him.

It is obvious that the success of the record book hinges on soil tests. For the record, Art is planning to test each field once every rotation. In the meantime, he can keep an accurate record of nutrients taken off and added.

In addition to all the other work Art did on this project, this ambitious guy went out and sampled 110 fields for the '55 crop year. In getting the ball rolling, Art absorbed the cost of the test ($1.50), if the farmer bought his fertilizer from him, but next year he's going to charge the test price.

His record books, he finds, are a great competitor for price cutting. And the customers, now that they see their deficiencies in black and white, are spending more dollars per acre this year than last—perhaps even doubling the applications!

SPENCER®
Spencer Supplies the Nitrogen

To Fertilizer Dealers ONLY

SPENCER CHEMICAL COMPANY
609 Dwight Building
Kansas City 5, Missouri
Gentlemen: I am a fertilizer dealer not presently receiving **Today's Fertilizer Dealer magazine.** Please send me a free subscription without obligation.

Name .....
Firm .....
Post Office..... State.....

Doing Business With Oscar & Pat

Early one fall morning a delivery truck belonging to Gil Haines, local drayman, drove up to the Schoenfeld & McGillicuddy Farm Store. On the platform of the truck stood a large cart on wheels. It was one of those four wheeled mail trucks such as are used at many railroad stations, sturdy, and with a big handle in front.

"Hey, Oscar," yelled scrawny necked Gil Haines, the drayman, splattering the side of the loading dock with tobacco juice. "Where do you want this thing?"

Oscar Schoenfeld, the prudent, frugal and tight fisted partner of the firm, peered through his horn rimmed glasses at the trucker and his cargo. "Ach, there must be some mistake," he said. "We can't use that in our business. Too high to lift fertilizer sacks on it."

"You bet it's for this place," Gil Haines persisted. "Pat telephoned me last night to go down to the old M.I. & T. Depot to get it. The railroad closed last week, you know, and yesterday they auctioned off a lot of stuff from the branch line. Pat bought this old mail truck."

"He did," snorted Oscar disdainfully. "There isn't a day goes by that he doesn't have to spend money for some foolish thing. We don't want it. Haul it back."

"Hey, listen, what is this?" roared Haines a little indignantly, his lean neck getting red. "There's $3 hauling charge on this already, and if I have to haul it back to the railroad station, there'll be another $3. Then you'll owe me $6, Oscar, and you'll have to pay that, too."

Oscar frowned. The extra $3 bothered him. "Well," he said between tight lips. "Unload it on the platform. Pat will hear from me for this."

"That I'll bet on," Haines grinned. "And while you're at it, why not pay me right now? Then I won't have to send you a bill."

Oscar frowned again. "I don't pay any bills until the first of the month."

"I'll give you a 2% discount," Haines taunted.

Oscar started. One could almost see his brain work. "All right," he said. "Wait here."

Haines grinned as he unloaded the old mail truck on wheels, aided by Mike Swendson, one of the fertilizer firm's employees. "I knew he'd go for that discount idea," he laughed. "I would have bet $10 on it. He saves 6¢, so he makes out a check."

"Yeah, but he'll never go hungry," Mike Swendson, a spender, pointed out.

"That I believe," Gil Haines said, chewing on his tobacco. "But the point is how many people will come to his funeral?"

When Pat came back to the store, Oscar jumped him. "How much did you pay for that broken down old mail truck?" he asked sharply.

The smile faded from Pat's cheerful face, and his blue eyes sparkled less. "$4," he said. "It's a real buy."

"Plus $3 for cartage," Oscar snapped. "That makes it real expensive. And we can't use it in the fertilizer business. I hope you bought it for your own amusement, not as a company item."

"I certainly did buy it for the company," Pat announced firmly. "And I intend to make it help us sell more fertilizer and farm supplies. I was lucky to get it so cheap. It's a sturdy wagon."

Oscar's face went white. Tillie, the plumpish bookkeeper who was inclined to ulcers, took a powder to help quiet her squeamish stomach. Her ulcers always kicked up when Pat and Oscar got into an argument which was daily.

"Now what can you use that truck for in our business?" Oscar asked acidly.

Pat grinned engagingly, but Oscar's expression didn't change one whit. "Oscar," said the Irish partner. "I am going to decorate that truck up real fancy. I'm going to paint the wheels and the handle a Chinese red as well as the end gates. Then I shall build a big sign across the top and from end gate to end gate, and maybe I'll paint it red and black. And I'll even decorate it further with colored crepe paper. I want to make it real gay."

"Huh," snorted Oscar, "if you are going to enter it in a parade, then why don't you put on a stovepipe hat and pull it yourself? Then everyone will know we have gone bughouse for sure."

Pat ignored the biting sarcasm of Oscar's words. "That big sign, Oscar, will carry the copy 'Buy of the Week'. On the mail truck I will put some of the items we have for sale that week, or detail a special offer. When customers come into this store they will see that truck first of all—because it will look gay. Then they'll see the sign and know we have special buys for the week."

"Just like a carnival, ach!" Oscar said disgustedly. "McGillicuddy, when I put my money into this, this business, I did not want to run a loony circus. I— I thought we could do business like decent people, and not make fools of ourselves."

Pat's face firmed. There was a steely look in his blue eyes. "Schoenfeld!" he snapped. "Take a look at our income for this year. Our sales are far ahead of last year. We have sold more fall fertilizer this year than for the past two years together. Our promotions are showing results. That business isn't just flowing in by itself."

"Yah," came back Oscar. "Take a look at our delinquent customer list, too. It's bigger. It's so big I can't sleep nights. What do you say about that?"

"Well," said Pat a little more gently. "I'll take care of those this coming week. I'll make a real drive to collect more money. But you can't do a big volume of business, without a few extra problems."

"Let's just sit tight once—for a few months!" Oscar growled angrily.

"One can't sit still nowadays, Oscar," returned Pat heatedly. Competition is too tough. When will you learn that? We must constantly promote more business.

"Why, with this colorful buy of the week cart, we can leave it in the display room for a few days, then locate it in the warehouse division for a few days to catch the attention of farmers coming there. And on nice days we can roll it out on the loading platform."

"You not me!" Oscar corrected.

"Well, all right, me!" Pat snapped angrily. "But let me tell you something. If I have to haul that wagon around this place day after day I'm going to get paid for it. When we have made $500 net profit from that wagon's sales, I'm going to take an extra 3 days vacation with pay."

"You won't go very far," prophesied Oscar." In fact, I don't think you'll go at all."

"We'll see!" Pat promised. "I'll show you what can be done with that buy of the week idea. Not only do I have competition from outside sources, but I have it from you, too." Then he looked reflective for a moment. "Maybe," he said, "it's a good thing that way. It sure makes me want to work harder."

Records Kept by East Texas Dairymen Show Value of Fall and Winter Pastures

COLLEGE STATION, TEXAS—Records kept last year by 21 dairymen in an eight county area in East Texas show the value of winter pastures—vetch and oats—for increasing milk production and cutting feed costs.

The on-the-farm research work was directed by A. C. Magee and B. H. Stone of the Texas Agricultural Experiment Station.

The research men in the study compared the relative value of early and usual planting dates for the oat and vetch pastures. Four of the 21 farmers planted early, between Sept. 15-22, while the other 17 cooperators seeded their pastures in late October or early November, the usual date of planting in the area.

Based on 1954 prices the average cost for seeding the 900 acres was $16.18 an acre. Seed costs amounted to $4.48, fertilizer $7.70 and labor and tractor costs $4 an acre.

From the early planted pastures an extra 570 lb. of milk was produced with a value of $28.60 while 2,145 lb. hay was saved and this was valued at $26.81. A total of $55.31 for each of the early planted acres. Subtract the cost, $16.18 and a net return of $39.13 was produced by each acre.

The pastures planted on the usual date produced an extra 320 lb. milk with a value of $16 and saved the dairyman 1,200 lb. hay valued at $15 for a total of $31 an acre. The net return was $14.82 an acre.

Both the early and usual planted pastures paid good profits to the dairymen, but the early pastures furnished 143 days of grazing against only 80 days for those planted at the usual time. The net return for the early planted pastures was almost three times greater.

Program Set for November Meeting Of Oklahoma Group

STILLWATER, OKLA. — A p gram with special features for re dealers has been arranged for t first annual fall conference of t Oklahoma Plant Food Educatio Society, Inc., to be held at the S dent Union at Oklahoma A&M C lege here Nov. 29-30.

Ferdie Deering, editor of t Farmer-Stockman, will be chairm for the first session, which gets und way at 1:30 p.m. Nov. 29. That sessi will include:

"The Years Ahead for Farmin Dr. Raymond D. Thomas, dean of t School of Commerce at Oklaho A&M; "The Experiences and Tri of a Fertilizer Dealer," P. J. Fr burger, Bar-Dew Farm Store, Bartl ville, Okla.; "How a Banker Looks the Fertilizer Business," George C. Green, vice president of the L erty National Bank, Oklahoma Ci

The session will end with a deale panel discussion of problems an profits. Mr. Deering will be moder ator, and panel members will b O. E. Jones, Oklahoma Anhydrou Ammonia Co.; Raymond Bigge Farmers Grain & Seed Co., and M Freiburger.

A hospitality hour will be follow by a buffet dinner, at which Pa Yeats, secretary of the Oklaho Plant Food Educational Society, w be master of ceremonies. Princip speaker will be Dr. R. C. S. Youn University of Georgia, who will ta on "You Should Make a Profit."

Dr. J. Q. Lynd, Agronomy Depar ment at Oklahoma A&M, will chairman of the Nov. 30 morni session. It will include:

"Practical Fertilizer Applicati Methods," Dr. Vincent Sauche Davison Chemical Co. Division of W R. Grace and Co., Baltimore; "Fe tilizer Trends in Oklahoma, The Past, Present and Future," Dr. W. Reed, Oklahoma A&M Agronom Department; "Team Work in Meeti Fertilizer Needs," Wesley Chaff Oklahoma A&M extension agron mist, and "Purposes of the Oklaho Plant Food Educational Society," J. Kenyon, president.

The Nov. 30 morning session al will include a panel discussion of fe tilizer recommendations by membe of the Oklahoma A&M Agronom Department. H. F. Murphy will moderator, and members will be Q. Lynd, R. M. Reed, H. V. Ec L. W. Reed, Fenton Gray, W. Elder, C. L. Sarthou and O. Brensing.

Arkansas Station To Expand Work On Use of Fungicides

FAYETTEVILLE, ARK.—Work the use of fungicides for control plant diseases has been greatly e panded at the Arkansas Agricultur Experiment Station because of t many demands made by farmers a manufacturers who have been se ously affected by losses from pla diseases. Dr. E. M. Cralley, head the plant pathology department, h announced that Dr. J. P. Fulton a Dr. D. A. Slack of the experime station staff will direct the expe mentation. Mac L. Hamblen, resear assistant, will conduct the work.

It is the aim of the station to e tablish under what conditions fung cides will help individual crops. T work will be conducted at the st tion's branch and substations locat in different areas of Arkansas.

18 NEW MONEY MAKERS!

Make 1956 your BIG PROFIT year in farm chemicals with the big M line

MONSANTO
WILD MUSTARD
ROUGH PIGWEED
ONE U. S. GALLON
NET VOLUME
MONSANTO
2,4-D
Amine
Weed Killer
For Selective Weed Control in Small Grains, Corn, Sugar Cane, Pastures, Rice, Turf, and Non-Crop Areas
ACTIVE INGREDIENTS: Dimethylamine salt of 2,4-Dichlorophenoxyacetic acid 49.6%
INERT INGREDIENTS 50.4%
100.0%
CAUTION: May cause skin irritation. Avoid contact with eyes, skin, or clothing. Do not store near food, fertilizer, seeds, insecticides, or fungicides.
Equivalent to 41.2% 2,4 Dichlorophenoxyacetic acid or 4.0 pounds per gallon
MONSANTO CHEMICAL COMPANY • ST. LOUIS 4, MISSOURI
U. S. PATENT Nos. 2,390,941; 2,394,916; 2,396,513; 2,412,510 and Re. 23,115

See the broad Monsanto line before you make any commitments. Here's a sampling of the coordinated powerhouse promotion that will help you sell these profitable products.

Now . . . a complete line of money-

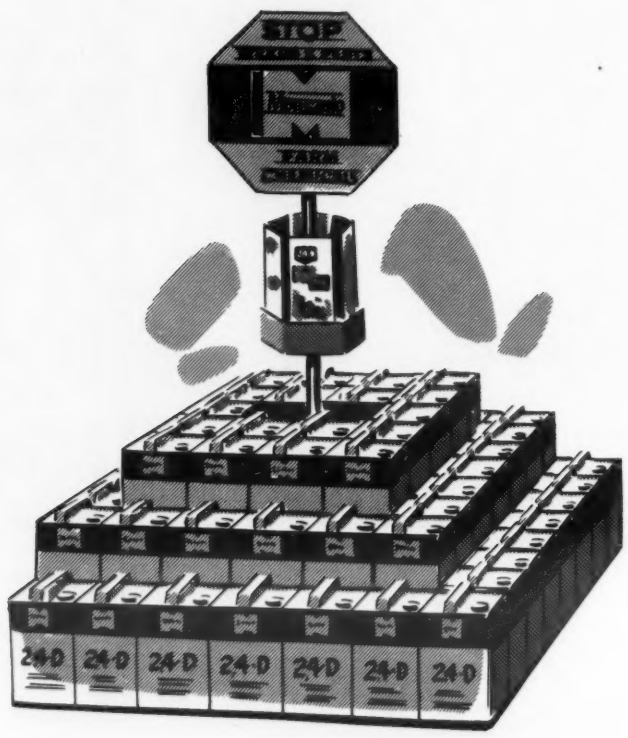
Weed Killers, Brush Killers,

backed by a smashing 8-way

This is a *broad line* of herbicides and insecticides, made and *field-tested* by Monsanto—world-known for products created from the wonders of chemistry.

And with the Monsanto line, comes a powerful promotion program to help you make more by selling more . . . a promotion unequalled by any other farm chemical manufacturer.

Read over the details of this big 8-way program, then ask yourself if any other manufacturer gives you such hard-hitting, profit-producing backing for selling farm chemicals!



1 A COMPLETE SELF-MERCHANDISING UNIT FOR YOUR STORE

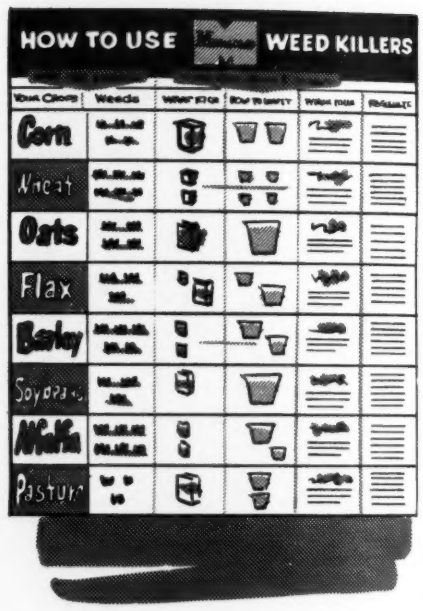
This all-in-one unit "STOPS" prospects, displays the product, distributes literature. Dominant, colorful, unlike anything now available to you in this field. Simple to set up, rugged and strong. A *complete* extra store salesman to attract attention and bring in more farm chemical dollars for you.

And remember . . .

You get it only with the Monsanto line!

2 JUMBO PICTURE AND DIAGRAM WALL CHART

A double feature! Use it as a wall chart in your store, send it home with your customer for a barn-door chart. A real service item. In simple, easy-to-understand pictures and diagrams, it recommends how, when, why and where to use Monsanto weed killers. Takes the mystery out, puts the common sense in!



And remember . . .

You get it only with the Monsanto line!

3 PACKAGED DIRECT-MAIL PROGRAM

Complete down to the last word. Professionally written, expertly illustrated mailing pieces that are guaranteed to put over the advantages of farm chemicals to farmers . . . and to bring those farmers into *your* store to buy. All you do is address these mailing pieces to your own best prospects.

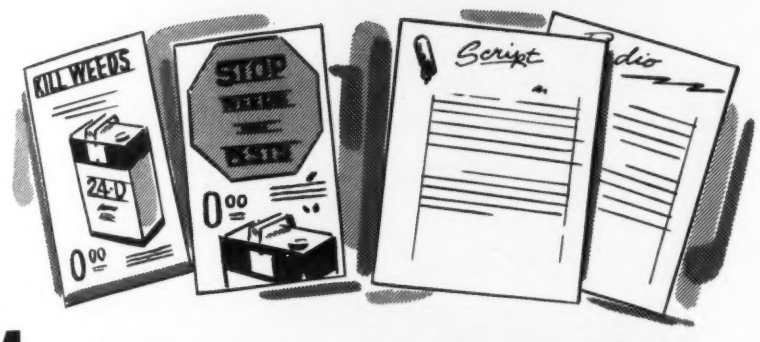
And remember . . .

You get them only with the Monsanto line.

makers in farm chemicals...

Insecticides—

promotion program!

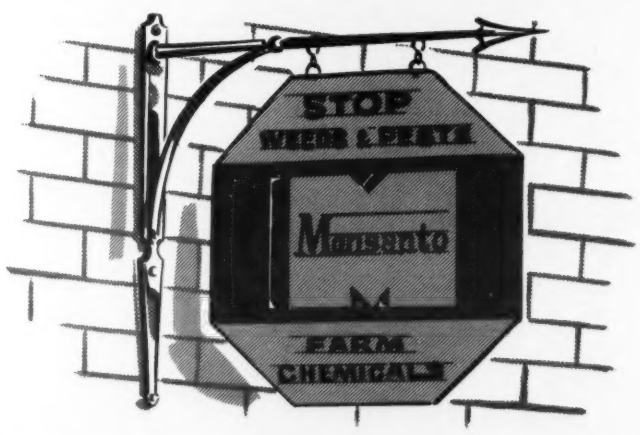


4 NEWSPAPER MATS AND RADIO SCRIPTS

Ready to use. No work for you. You need only insert the name of your store in the mat or the script and a timely, interesting message goes to your prospects . . . in your own selling area . . . in your name!

And remember . . .

You get them only with the Monsanto line!



5 OUTSIDE METAL STORE SIGN

A "STOPPER" for sure. This versatile attention-getter can serve you well. Use it outside (or inside if you prefer), with your store name or with lists of products you feature.

And remember . . .

You get it only with the Monsanto line!

6 GIANT STORE POSTER

In bright, brilliant day-glo inks, this king-sized banner in your store will flash a day-after-day message that can't be missed. Use it over a wire hanger (it's printed two sides for double impact), use it as a wall poster, use it as a window streamer. Any way, it tells the world you sell and recommend the Monsanto line!

And remember . . .

You get it only with the Monsanto line!

7 PRACTICAL, USABLE LITERATURE

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Where Creative Chemistry Works Wonders For You

TYPICAL EYE-CATCHING PACKAGE

Push and Promotion in Fall, Winter Months Will Lighten Rush of the Spring Season

By AL. P. NELSON
Croplife Special Writer

Dealer Clinic

There has been a growing emphasis in recent years on fall application of fertilizer. But the big sales rush comes in the spring, and every dealer who has been through one knows what a headache it can be.

There are idle days in late fall and in the long winter when the fertilizer dealer can take steps to lighten the rush of that spring season. Here are some suggestions: 1. Booking ahead. Perhaps you have visited some farmers in fall to get orders for spring delivery of fertilizer. You got orders from some farmers, and not from others. This is not too late to begin a telephone campaign to get still more orders, especially from those who said "no" one time and may now change their minds. You can also telephone those whom you did not have time to contact.

Remember, when you telephone to a farmer in winter, you'll usually find him in the house between noon and 1 p.m. He doesn't have to hurry back to work out in the fields like he does in spring and summer. Better to try to sell him then—via phone—than to try to do it when he is busy in spring.

If you make five telephone calls a day six days a week for four weeks you will have contacted about 120 farmers. That's a lot of farmers and you'll have a chance to chat a long time with many of them, because then they won't be too busy. So get in some active telephone selling this winter. It will pay.

2. Advertising. During the winter months, just ahead of the fertilizer season, too, is the time for you to think about getting out a special mimeographed fertilizer bulletin. This can be filled with information about fertilizer and can be divided into sections.

Be smart and advertise fertilizer by crops. Devote a section of your bulletin to truck crops. Tell what fertilizer will help grow big crops. Quote authorities in a paragraph or two. Also name some local farmers who have had success by using your fertilizer recommendations.

Then have a section devoted to pasture renovation. Much fertilizer is being used now in building pastures. Get your share of this business. Don't assume that the farmer already knows how he can increase his pastures profitably through fertilization. Quote a couple of authorities. Detail the fertilizer he can use and the steps he can take to carry through on the program. And invite him to come in and talk over his requirements with you.

Other crops. Devote separate paragraphs to the use of fertilizer on other crops and state results, if you can. All this selling information will be studied carefully by the farmer. It is information he wants to know.

Lots of farmers do not know what kind of storage they need during the winter and early spring for fertilizer. Use a paragraph or two in your bulletin to tell them about this. You may find that many a farmer may have adequate, dry storage space for up to five tons or more in some farm building. Such fertilizer can be delivered in the winter when your trucks are not rushed and when some farm roads are passable.

The farmer who doesn't have the money to pay for fertilizer outright, likes to know what arrangements can be made to finance. Tell him about this. Can he get government or bank loans? Investigate and find out, then give the farmer this news in your bulletin.

The farmer has time to read this information now—but not in spring when he jumps from an 8 to an 18 hour day.

3. Posting records and photos. If you have photos and records of the use of fertilizer on crops, this is the time to redecorate and bring your bulletin boards up to date and post some of those photos. Farmers will have time to inspect such boards now. It may take a little time for farmers to act upon what they see and hear, so get the jump on the time factor by getting those photos up now.

Most certainly from now until spring is when you can make effective use of signs on your walls. Urge the farmer to place his fertilizer orders early. There is still time for him to make sure he'll get what fertilizer he wants if he orders now. Later, he may have to take what he can get.

4. Credit. Have you looked over your customer list to date? Are you a member of a county credit bureau? If you are why not work to get your accounts in good shape? Winter is a good time to make credit investigations. Did you accept spring bookings on fertilizer last fall and fail to check the credit on those new farmers who ordered? Do it now when you have the time and before you actually hand over the fertilizer to the new customers.

Time in this business is precious. Remember, in spring, in addition to a rush of customers, there are many rainy days, many overworked telephone lines, numerous muddy roads, a shortage of help and a lot of confusion. Why not act now to reduce those factors as much as possible?

Increased Fertilizer Use Cited in Illinois Study

URBANA, ILL. — A. G. Mueller, University of Illinois farm economist, recently worked out a series of statistics for operations of 529 farmers on farms of 180 to 260 acres in northern Illinois.

The average farmer in the group spent $890 for fertilizer in 1954, more than twice as much as the $411 spent in the 1947-49 period. But, since fertilizer prices were only 7% higher, he more than doubled the amount used, Mr. Mueller points out.

MFA EMPLOYEES KILLED

COLUMBIA, MO. — Billie Jo Hickam and Robert Bennett, employees of the Missouri Farmers Assn., were killed recently when a truck in which they were riding went out of control and struck a tree. The mishap occurred while the two were making a fertilizer delivery.

What's Been Happening?

This column, a review of news reported in Croplife in recent weeks, is designed to keep retail dealers on the regional circulation plan up to date on industry happenings.

Diamond Black Leaf Co. announced Nov. 2 that it would take over operation of Geigy Agricultural Chemical Co. plant at Des Moines, Iowa, on Dec. 1. Emil P. Gerdes, Midwestern manager for Geigy, joined Diamond and will remain in Des Moines.

The need for dealer education and better sales promotion tools were stressed at the annual convention of the Northwest Plant Food Assn. at Bend, Ore., Nov. 1-3. Dr. Russell Coleman, executive vice president, National Plant Food Institute, was a featured speaker.

A heavy explosion ripped through the Velsicol Chemical Corp. plant at Memphis, Tenn., on Nov. 2, killing one worker and injuring 15 others. Cause of the blast was not determined immediately. . . . The Food and Drug Administration extended the date that the Miller Amendment becomes effective on 33 chemical compounds. A group of 20 pesticides were to come under the law on Jan. 22 and 13 others, on March 1.

Potash deliveries in the U.S. and possessions for the first nine months of 1955 were up 7%, according to a report by the American Potash Institute, Washington, D.C.

The U.S. Department of Agriculture reported that consumption of fertilizer-pesticide mixtures totaled 149,100 tons in the 1953-54 fiscal year. This represented a gain from 87,000 tons during a year earlier.

Dr. W. J. Zaumeyer, U.S. Department of Agriculture plant pathologist, told the First International Conference on the use of Antibiotics in Agriculture in Washington that soon antibiotics may be used as widely for plant disease control as they now are for control of human diseases.

M. P. Etheredge, State College, Miss., was named president of the Association of American Control Officials at the group's annual convention in Washington. . . . Clyde A. Bower, Oklahoma City, was elected president of the Association of American Pesticide Control Officials. . . . Curtis A. Cox, Virginia-Carolina Chemical Corp., is new general chairman of the Fertilizer Section of the National Safety Council. . . . The National Nitrogen Solutions Assn. renamed Wayne Johnson, Shenandoah, Iowa, as president.

Davison Chemical Co. Division of W. R. Grace & Co. will build a liquid fertilizer plant at Wakarusa, Ind. . . . U.S. exports of pesticides in the first half of 1955 increased 18% over those during the first half of 1954.

Umbaugh Agricultural Chemical Co., Memphis, announced plans to erect three fertilizer plants, to cost $10 million, at Walsenburg, Colo. The plants will produce anhydrous ammonia, phosphoric acid and ammonium sulfate phosphate.

Raising corn by modern methods more than doubled yields and nearly tripled returns over methods used 30 years ago in a demonstration conducted on a Red Wing, Minn., farm. The "corn today" yielded 123 bu. an acre and returned $90 an acre, compared with a 59 bu. yield and $35 return for the "corn yesterday."

In its annual fertilizer situation report the U.S. Department of Agriculture estimated that supplies of the three principal plant nutrients in 1955-56 would exceed the 1954-55 supply by 2.5%. USDA made these estimates: 2.35 million tons of nitrogen, 4.4% more than the 2.25 million tons in 1954-55; 2.3 million tons of available phosphoric acid, little change; 1.94 million tons K_2O, an increase of 4.3% over the 1.86 million tons a year ago.

Lamar Ratliff, 16-year-old Mississippi 4-H clubber, raised an official yield of 304 bu. an acre on his corn plot.

Traffic experts in the fertilizer field said that the new rates announced by Interstate Commerce Commission on trainloads of commodities from one shipper to a single consignee, will not likely apply to fertilizer. However, it was regarded as a "foot in the door" which might lead to better rates in the future.

Food and Drug Administration used its five-man advisory board to establish a tolerance of one part per million on U.S. Rubber's Naugatuck Division pesticide, Aramite. This was the first time the committee had been called into play. . . . The American Potash Institute, Washington, D.C., observed its 20th anniversary. It was launched in 1935.

Agricultural losses suffered during the August floods in Connecticut, Pennsylvania and New Jersey totalled $5 million, it was announced. Crop damage was the largest single item, being figured at $2.8 million.

New appointees to industry positions included John E. Fletcher and L. Ralph Boynton who were promoted to new sales posts by U.S. Potash Co.; Robert J. Engelhardt, who was named vice president for J. C. Carlile Corp.; John W. Crowther, promoted by Frontier Chemical Co.; and Laurance S. Rockefeller was named to the board of Olin Mathieson Chemical Corp.

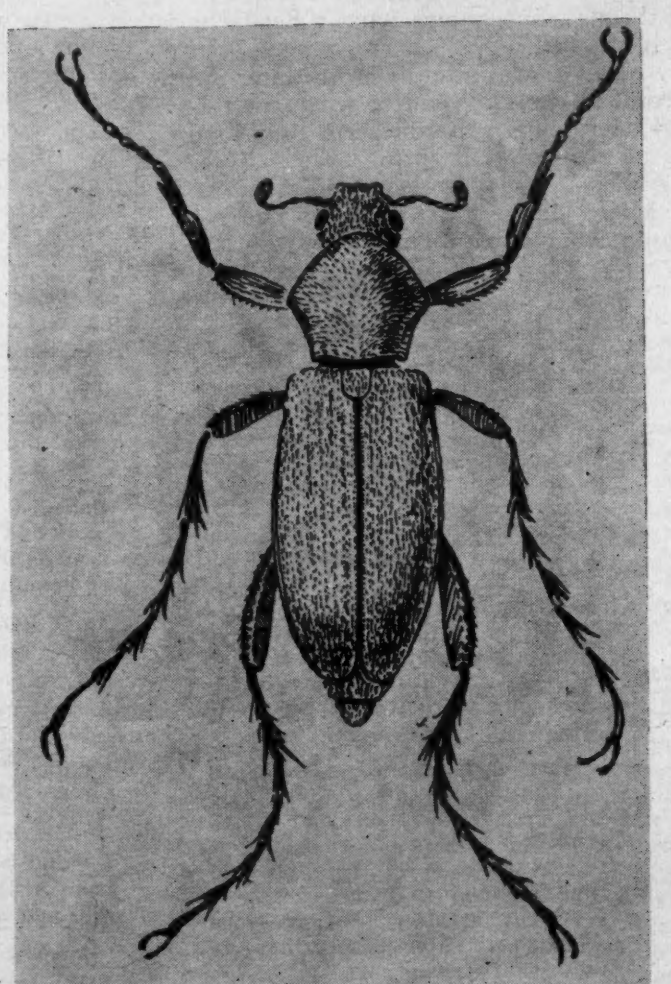
The Federal Food and Drug Administration increased fees for the setting of tolerances for pesticidal chemicals, stating that the former charges did not pay their way. In some categories, the fees were doubled. . . . Stauffer Chemical Co. announced plans to merge with Consolidated Chemical Industries, Inc.

The Corn Belt Agricultural Ammonia Conference, held at Urbana, Ill., was told that full fertilization could add a billion bushels to midwest corn production. Some 700 persons registered for the meeting.

BUG OF THE WEEK

Mr. Dealer—Cut out this page for your bulletin board

Rose Chafer



How to Identify

The rose chafer is a long-legged, yellowish-brown beetle about ½ to ⅓ inch long. It has a reddish-brown head, but the underside of its body is darker. The body is well covered with small yellowish hairs. In the larval stage, it closely resembles the common white grub, but is smaller and more slender.

Habits of Rose Chafer

Females of the species deposit eggs in groups of from a half dozen to two dozen in the soil, about six inches deep. In ten days to two weeks, these eggs hatch and the larvae which emerge begin to feed on the roots of plants for the remainder of warm weather. At the first hint of cold weather, they dig deeper down into the soil. The winter is passed in the grub stage. They are usually found in uncultivated land from 10 to 16 inches below the surface. By spring, the larvae are nearly full-grown and they work their way toward the surface. Pupation takes place in May and the bug remains in this stage for approximately three weeks.

Damage Done by Rose Chafer

This insect attacks many plants, trees and shrubs, and as its name indicates, it feeds on rose plants. But it also includes in its diet grape plants, apple, peach, cherry, pear, strawberry, hydrangea, peonies, raspberries, corn, beans, beets, small grains and grasses. Destruction of grapes is probably most serious, with the insect attacking newly-set grapes. The bug is most abundant on the grape for the first two or three weeks after bloom, but will also be found in smaller numbers for the following week or more. If eaten by poultry, the bug may prove poisonous to the fowl and kill it. The rose chafer is widely distributed, but thrives best in areas where sandy soil is common. It extends over most of the eastern part of the U.S. and into Canada, and westward in the U.S. as far as Colorado and Texas.

Control of Rose Chafer

Control measures are most effective in May and early June, when the insect is in the pupal stage. When crops are well cultivated, fewer grubs are usually found. Entomologists emphasize the importance of controlling this pest when it first appears, because it is at this time that the bug is most vulnerable. Once well established in an orchard or vineyard, it is much more difficult to gain the necessary control. Experiment stations in the states where rose chafer appears, can give the latest recommendations for its control. Locally, county agricultural agents can give information pertinent to types of pesticidal chemicals best suited for a given area.

Illustration of rose chafer furnished Croplife through courtesy of U.S. Department of Agriculture.

Previous "Bug of the Week" features are being reprinted in attractive 24-page booklet, priced at 25¢ single copies; reduced rates in quantities. Write Croplife Reprint Dept., Box 67, Minneapolis 1, Minn.

Custom Service Helps Ohio Firm Boost Sprayer Sales

By AL. P. NELSON
Croplife Special Writer

John Leonard and Roy Harvey of the Van Wert Tractor Sales, Van Wert, Ohio, find that one of the best ways to sell sprayers and other equipment is through a custom spraying service, which this firm has been offering for several years.

These two men say that weed control and crop spraying does not need to be sold quite as much today to the alert farmer as it did five years ago. Through their combined merchandising and service program, they have sold about 325 farm sprayers in this area. Currently sales run about 65 sprayers a year.

And there still seems to be quite a demand for custom spraying service, as a couple of spraying outfits owned by the firm are usually busy from spring until fall.

Up until mid summer the firm had sprayed more than 2,000 acres of corn. Charges for this range about $1.75 per acre plus weed spray. Corn borer spraying costs are $2.80 per acre plus cost of materials. In addition the firm sprays soybeans and other crops.

"We find that farmers are mighty receptive toward spraying of weed and crops on a large scale," declares Roy Harvey. "The first year or so they like to have us do it. They watch the results and then usually they buy a sprayer from us the second, third or fourth year and do it themselves."

Since the Van Wert Tractor Sales is also in the farm implement business, this spraying activity gives them another means of contacting and serving farmers. It helps build additional volume and profit, and it also works toward more farm machinery sales.

"We carry large stocks of weed spray and other chemicals," says Mr. Harvey, "and farmers to whom we sell sprayers usually come here all the time for chemicals. Other farmers who may have bought sprayers elsewhere come here, too, for they know of our large stocks. We repair a lot of sprayers, which also brings in a lot of farm trade."

Another service which this firm renders to the farm trade is the spraying of barns, henhouses and cattle quarters. Farmers have considerable need for such a service several times a year, and the Leonard and Harvey crews are usually kept busy on an appointment basis doing such work.

Since farmers are using more weed killer, they are also becoming more accustomed to buying and using brush killer, reports Mr. Harvey. More farmers this year than last are using brush killer on their farms and find it cheaper than cutting.

Educational work done by these dealers includes talking before adult and young farmer groups, and showing movies and slides, on what farm chemicals can do to make the farmers' job easier in controlling insects, weeds, brush, etc. At such meetings the firm is able to contact many new farmers, some of whom buy sprayers, or get custom work done. In addition, the Van Wert Tractor Sales also does newspaper and direct mail advertising on farm chemicals.

MONSANTO GRANT

WOOSTER, OHIO—The Ohio Agricultural Experiment Station has accepted a $4,000 grant-in-aid from Monsanto Chemical Co., St. Louis. It will be used for experimentation in herbicidal use of synthetic chemical products supplied by Monsanto.

Heptachlor Gives Good Control at National Corn Contest Plots

ST. JOSEPH, MO.—Use of heptachlor to control soil insects showed good results at the National Corn Picking Contest plots here. The national contest was held in conjunction with the Missouri contest in mid-October.

Plot yields were determined by Harold J. Schmitz, KFEQ-TV farm director and president of the 1955 contest committee; Webb Embrey, St. Joseph Chamber of Commerce agricultural secretary and secretary of the contest, and Vic Carothers, Buchanan County farm agent. The results showed the following yields:

Complete soil treatment plus heptachlor, plus irrigation, 9¾ in. spacing, 102.9 bu. an acre; complete soil treatment, plus heptachlor, no irrigation, 9¾ in. spacing, 90.1 bu. an acre; complete soil treatment, no heptachlor, plus irrigation, 9¾ in. spacing, 52.8 bu. an acre; starter fertilizer only, plus heptachlor, no irrigation, 14 in. spacing, 71.1 bu. an acre; starter fertilizer only, no heptachlor, no irrigation, 14 in. spacing, 49.8 bu. an acre; complete soil treatment, no heptachlor, no irrigation, 14 in. spacing, 59.1 bu. an acre.

It also was observed that heptachlor increased total stalk count approximately 4%, increased good stalk count (stalks with good ears) by 20% and virtually eliminated lodging.

"Sure Death" brand heptachlor, a product of Woodbury Chemical Co., St. Joseph, Mo., was used on the contest field.

Dick Douglas, vice president of Woodbury, said that until mid-July growing conditions were excellent and prospects were for 130 to 135 bu. yields on the treated areas. However, hot, dry weather set in and a heavy leaf disease infestation began to take a toll.

The complete soil treatment used on the plots consisted of 165 lb. of actual nitrogen in aqueous solution at 4 to 6 in. depths ahead of planting; 60 lb. P_2O_5, 60 lb. K_2O and 30 lb. Mg_2SO_4 as dry material disked in ahead of planting; and 125 lb. 12-12-12 as starter applied with a fertilizer attachment on the planter.

Franchises Given to 6 American Feed Stores

MINNEAPOLIS — Six new companies have become franchise members of the American Feed Stores Home Organization, Inc. This recent expansion brings the total membership in the New Ulm, Minn., district to 22.

The organization has also announced that in addition to the regular lines of merchandise, in the winter, fertilizers from a leading producer and seeds from one of the largest processors will be handled exclusively by the organization for distribution to its members.

The following locally-owned retail companies recently joined the American Feed Stores Home Organization: Hector (Minn.) Elevator Co., C. O. Lucht, manager; Henderson (Minn.) Feed Co., Bert Gehlen, manager; Gaylord (Minn.) Farmers Exchange, Wesley Sommers, owner; Lewisville (Minn.) Farmers Co-op Elevator Co., Lewis Dalton, manager; Larson Grain & Feed, Redwood Falls, Minn., Arthur Larson, owner, and Rieke's Feed Mill, Gibbon, Minn., E. C. Rieke, owner.

ASKING FOR INFORMATION

LAKE CITY, FLA. — Columbia County, Fla. growers turned out a good pecan crop this year, according to Neal M. Dukes, county agent. He reports that farmers are requesting information on disease and insect control and that they are interested in using better fertilization programs next year.

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In a fertilizer, it's *performance* that counts. And Phillips *66* Ammonium Nitrate delivers *outstanding* performance. This superior fertilizer is highly recommended for top dressing small grains, seed grasses; side dressing for row crops; preplant and broadcasting applications.

As a companion high nitrogen fertilizer for mixed goods, Phillips also produces Ammonium Sulfate (21% Nitrogen) in 80 and 100 pound bags.

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ST. LOUIS, MO.—	4251 Lindell Blvd.	Phone: Jefferson 1-6677
TULSA, OKLA.—	1708 Utica Square	Phone: Riverside 7-7561
WICHITA, KAN.—	501 KFH Building	Phone: Forest 3-0294

FARM SERVICE DATA

Extension Station Reports

Grapes can make more effective use of potash and phosphorus fertilizers if they are applied in the fall.

That's the recommendation of Paul Larsen, extension horticulture specialist at Michigan State University. Fall application of these two fertilizers allows them to move into the soil nearer to the roots so that in spring the plants can make quick use of them.

Potash and phosphorous fertilizers may be applied any time until the ground freezes, according to Mr. Larsen. The fertilizers should be applied broadcast so that the cover crops will benefit.

Where growth of vines has been normal or adequate, Mr. Larsen recommends using 300 to 400 lb. of 0-10-30 or 3-9-27 or their equivalents. If there is a serious potash deficiency, he says to use 300 to 400 lb. of sulfate of potash per year until the condition is corrected.

★

Farmers in the Corn Belt and other areas may get better results on some farms by growing corn on contoured or graded ridges, much like those used in the Southeast for tobacco and cotton, the U.S. Department of Agriculture reports. This technique the department says, looks especially promising for fields where drainage or erosion are problems.

Standard row-cropping tends to leave corn fields vulnerable to erosion and encourages water to run off quickly, before the soil can absorb it. This rapid runoff may create drainage problems in some parts of the fields.

A 4-year cooperative experiment by engineers of USDA's Agricultural Research Service and the Iowa Agricultural Experiment Station suggests that planting corn on contoured ridges may be the answer.

W. F. Buchele and W. G. Lovely of USDA and E. V. Collins of the Iowa station created a favorable root zone for corn by turning up a high bed, or ridge, with a moldboard plow. This provided above-ground storage for about 2 inches of water, and at the same time permitted drainage of excess moisture from the root zone. The contoured ridges intercept some rainfall and help to hold it on the soil where it falls, thus preventing too-rapid runoff and avoiding wet spots.

★

In University of Minnesota tests, underway for 13 years, peeled and seasoned fence posts were treated in a 5% oil solution of pentachlorophenol by cold-soaking them upright in open oil drums, from 24 to 48 hours. Fence posts of jack pine, black ash, paper birch, cottonwood, aspen, red oak and white oak were tested.

Jack pine, black ash and paper birch responded best to the cold-soaking treatment—100% of the treated jack pine posts were still strong at the end of 13 years. Treatment of aspen and cottonwood resulted in at least a 400% increase in service life.

At the end of the 13 years, only 6% of the untreated jack pine posts and none of the black ash, aspen, cottonwood and paper birch posts were serviceable—the latter had failed at 10 years or earlier. Average life of the short-lived untreated posts was: 4.5 years for black ash and four years for paper birch, aspen and cottonwood.

★

The problem of shattering seed in trefoil harvesting has been partially solved by tests at the Iowa Experiment Station. S. C. Wiggans of the station says the application of drying chemicals about 24 hours before harvesting has made significant increases in yields. The sprays reduce moisture in the plant and permit easier combining.

Germination of the trefoil was not affected. However, bromegrass sprayed with the chemicals did not dry appreciably faster than without, and sprays of high concentrations cut bromegrass seed germination over 50 percent.

★

Fertilized wheat returned extra profits of $13.16 per acre in 1955 Nebraska tests, according to M. D. Weldon, University of Nebraska extension soils specialist.

Wheat yields averaged 12 more bushels per acre where needed nitrogen and phosphate fertilizers were added according to soil tests, Mr. Weldon says.

He estimates that the fertilizer cost $10 per acre. The 12-bu. increase at $1.93 bu., was worth $23.16. This left a profit of $13.16 per acre from the use of fertilizer.

Wheat made 60 to 75 bushels per acre on some Southeastern Nebraska farms this year, Mr. Weldon reports. "Pawnee, Cheyenne, and Nebred wheat varieties showed this year that they can produce super yields when the weather, moisture and soil fertility level are right," he says.

★

New soils just going under irrigation in the Garden City Kansas area may not show much response to nitrogen for a year or two but they will in a short time, according to L. V. (Van) Withee, irrigation agronomist at the Garden City Branch Experiment Station.

On older irrigated land 40 lb. of nitrogen per acre was found to be the minimum to get an economical boost in wheat yields and if wheat is to be grazed additional nitrogen should be added, he said. He recommended about 80 lb. of nitrogen per acre. Land that has not been in a legume recently and has been under continuous cropping will require 60 to 80 lb. of nitrogen.

In applying the fertilizer it was found that fall and spring applications were equally effective and the application can be split between fall and spring.

★

Can wide-row corn displace oats as a nurse crop for seeding alfalfa and other hay crops? Not enough tests have yet been made to give a complete answer, but Midwestern agronomists report this: In many areas farmers have an excellent chance for success with wide-row corn and legume seedings.

In some Wisconsin tests, corn yields in 60-inch rows went as high as 124 bu. per acre, as against 119 from 40-inch rows in the same field. Yield from 80-inch rows averaged 94 bu. Successful establishment of legume seedings in wide rows was reported.

★

Farmers can make bigger profits from oats by putting up the crop as silage instead of harvesting it as grain, reports the Middle West Soil Improvement Committee.

A 60-bu. oats crop returned $125 per acre when fed as silage to calves in Illinois tests, says the committee. If the crop had been harvested as grain it would have brought $45 in gross returns, figuring oats at 75¢ bu.

Putting up oats as silage has other advantages, too, the committee reports. It gets the oats off the ground sooner to give the new legume-grass seeding a chance for growth. This can be important if the new seeding is the main reason for growing the oats. Oats for silage should be harvested in the late milk stage or early dough stage, agronomists say.

The committee points out that a 60-bu. oats crop is considerably higher than average. Such yields, it says, come mostly from good management practices and the use of plenty of fertilizer.

★

Extra dollars from extra tons of hay can roll into the pockets of farmers who top-dress their alfalfa this fall with phosphate-potash fertilizer, according to a recent statement by Prof. C. J. Chapman, University of Wisconsin soils specialist.

Mr. Chapman says that fertilized alfalfa yielded three tons more hay per acre than untreated fields over a three-year period in one Wisconsin test. The high-yielding hay fields were top-dressed with 550 lb. of a 0-20-20 fertilizer which contained boron.

★

Sudangrass makes an excellent midsummer supplemental pasture. According to Ralph Krenzin, extension agronomist at Iowa State College, it provides an abundance of pasture from early July until frost and in addition is resistant to drouth. If managed correctly, it carries as many as two mature animals per acre.

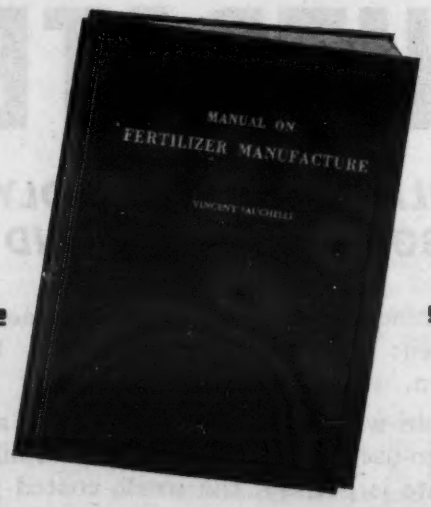
But several factors are musts in obtaining these high yields. High on the list is proper fertilization. Mr. Krenzin says that sudan is similar to corn in its soil and fertility needs —it has a high nitrogen and phosphorus requirement.

A soil test is the best guide to fertilizer requirements, says Mr. Krenzin. But if no test is available, on average Iowa soils he recommends an application of about 50 lb. of actual nitrogen and 40 lb. of actual phosphate per acre.

★

Alfalfa is a popular crop with farmers in Lawrence County's Balanced Farming Assn. in Missouri, according to a survey which shows 28 members had alfalfa at the beginning of the year with 25 others either making spring seedings or having definite plans for fall sown acreages. Furthermore, nine of the 28 who have alfalfa are increasing their acreage. Total membership in the association is 63.

According to John Hubbard, Lawrence County associate county agent, alfalfa fits into good balanced farming plans because of high yields of good quality forage, drouth resistance, erosion control, versatile uses, and ability to save money on feed bill



MANUAL ON FERTILIZER MANUFACTURE

Second Edition

By Vincent Sauchelli, Director of Agricultural Research, Davison Chemical Co., Div. W. R. Grace & Co.

WHAT THE REVIEWERS SAY:

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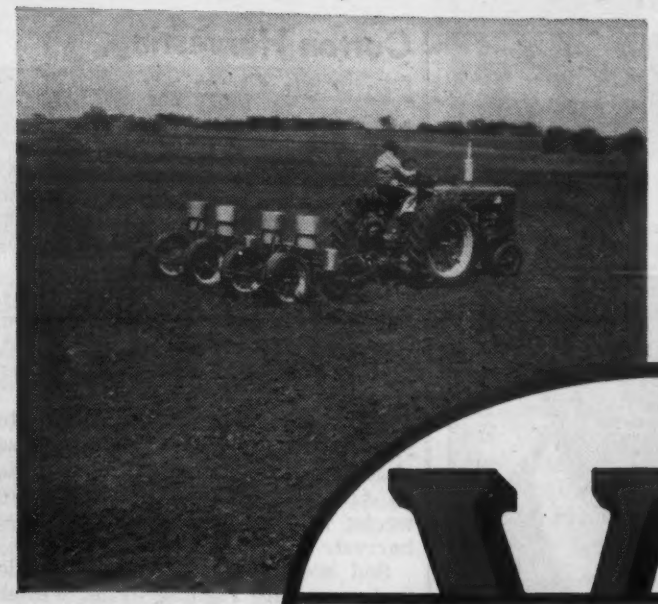

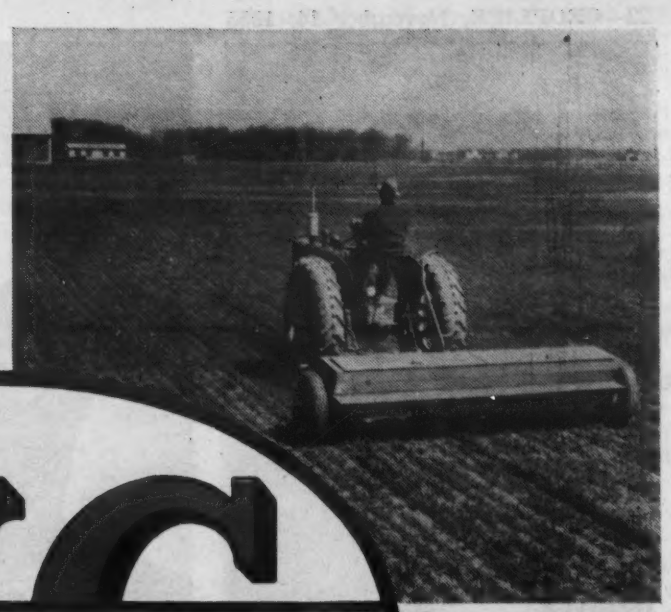

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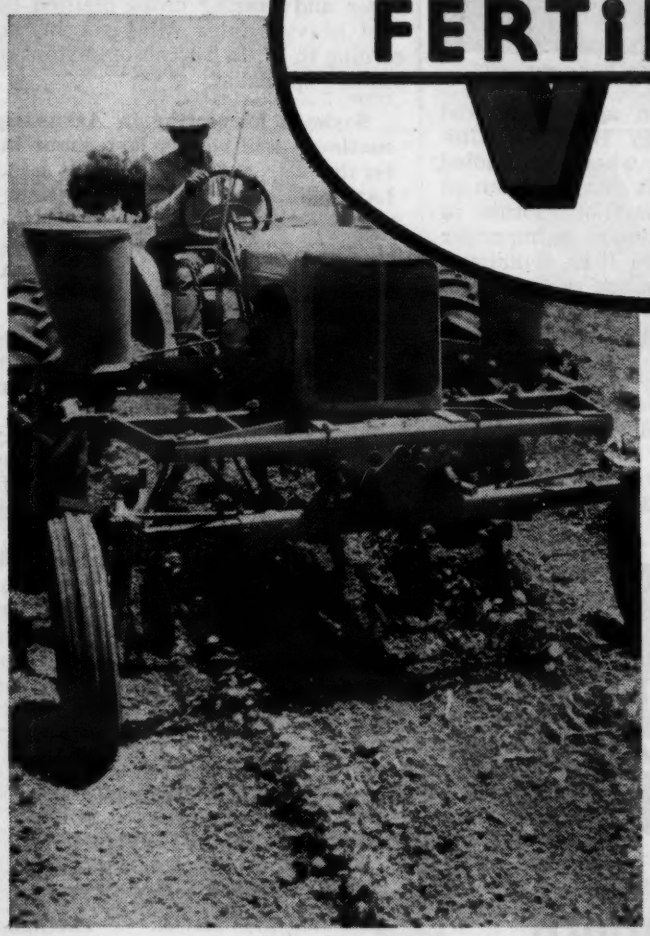

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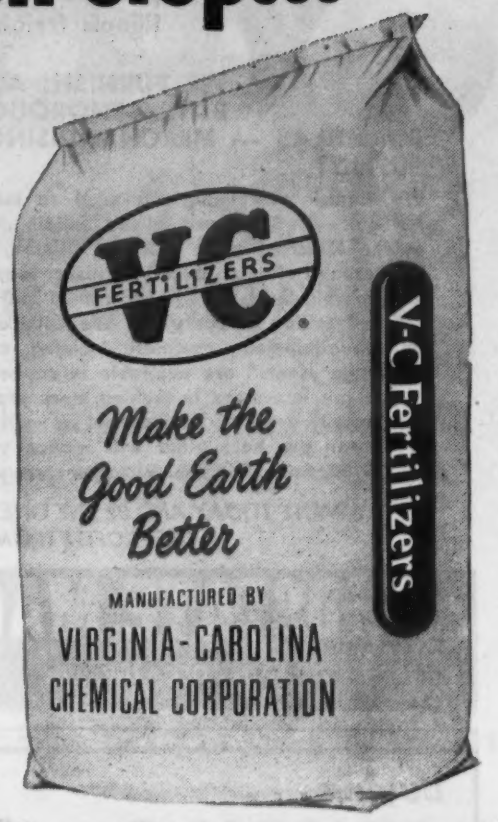

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E. H. Rappe

W. P. Dean

E. H. Rappe, W. P. Dean In New Swift Plant Food Division Posts

COLUMBIA, S.C.—E. H. Rappe, who has been manager of Swift & Co.'s Plant Food Division operations here for about a year, has been transferred to Atlanta as manager of division operations there. He has been with Swift 27 years.

W. P. Dean has assumed management of the division operations in Columbia.

A native of Florida, Mr. Dean came here from Winter Haven. He holds degrees of B.S. in agriculture and M.S. in entomology from the University of Florida, where he studied before joining Swift as a salesman on the lower east coast of Florida in 1940. He was stationed as manager at Winter Haven in 1949, remaining there until his transfer to Columbia.

Sohio Names Agency

MILWAUKEE — Appointment of Klau-Van Pietersom-Dunlap, Inc., Milwaukee, to handle the advertising and merchandising for Sohio Chemical Co., has been announced by Alan R. McGinis, president of Klau-Van Pietersom-Dunlap.

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Cotton Harvesting, Planting Occupy Mid-South Farmers

MEMPHIS, TENN. — Mid-South farmers are dividing their attention between completing the cotton crop harvest and the planting of winter cover crops and small grains.

Extension officials in Arkansas, Mississippi, Missouri and Tennessee, reporting the harvest as near the end, said 70 to 90% of this year's bumper crop has been picked and ginned.

Mississippi reported from 80 to 90% of the crop harvested, Tennessee about 70% and Missouri about 85%. In Arkansas officials said two more weeks will be needed to finish the harvest.

Sod seeding activity is statewide as farmers are rushing to get winter cover and grazing crops planted before heavy winter rains set in, according to W. R. Thompson, extension pasture specialist.

Soybean harvesting in Arkansas continues and rice is just about in for the year, extension officials said. Late planted cover crops continue to make growth under ideal weather conditions, and farmers are harvesting one of the largest corn crops in years.

Farmers are beginning to plant rye and vetch grasses in Pemiscot County, Mo., as 85% of the cotton was reported to have been picked.

J. T. Rollins, assistant county agent, said farmers also are bringing in soil samples fo rtesting. The testing will probably continue through next spring, he said.

In West Tennessee extension officials reported farmers have about licked their picking problems and that about 70% of the crop has been harvested. Corn and soybean crops also are being harvested rapidly, and many farmers are planting fall oats and wheat.

Michigan Chemical Nine Month Operating Profit Tops $200,000

ST. LOUIS, MICH. — Michigan Chemical Corp. announced Nov. 7 an operating profit after taxes for nine months of $203,552 against a loss in the similar period in 1954 of $74,603. This was equal to 38¢ a share on the outstanding 537,077 shares against a 15¢ loss in the 1954 period.

Besides the operating profit, the company also had a non-recurring gain after taxes of $77,118, or 14¢ a share realized during the third quarter from the sale of capital assets.

Sales for the quarter ended Sept. 30, 1955, were $1,945,811, as compared with $1,654,768 in the third quarter of 1954. For the nine months period, net sales were $5,257,722 in 1955, compared to $4,589,710 for the similar period of 1954.

Excluding the non-recurring capital gains profit, the amount earned in the third quarter from operations was $65,714, or 12¢ a share compared to $19,696, or 4¢ a share in the third quarter of 1954.

No Drug Trace Found In Antibiotic-Sprayed Tomatoes, Scientists Say

WASHINGTON—Tomatoes treated with an antibiotic spray, Agri-mycin, to control bacterial spot retain no trace of the drug, three scientists reported Nov. 3 before the third annual Antibiotic Symposium in Washington.

The scientists, V. J. Carroll, G. Koch and R. C. Kersey, all of Chas. Pfizer & Co., Inc., told the conference that no detectable amount of the antibiotics could be found in growing tomatoes treated with the Agri-mycin spray two times a week for seven weeks. Agri-mycin is a combination of terramycin and streptomycin.

Carl A. Arend

Carl A. Arend Named General Manager of IMC Potash Division

CHICAGO — Carl A. Arend has been appointed general manager of the Potash Division of International Minerals & Chemical Corp., it has been announced by Nelson C. White, vice president in charge of the division, who until recently was general manager of the Potash Division.

Mr. Arend has been manager of International's mining and chemical operations at Carlsbad, N.M. He will report to Mr. White and will assist him in the management of the Potash Division. He will be located at the general executive offices of the corporation in Chicago.

Mr. Arend is a chemical engineer and has been with International Minerals & Chemical Corp. since 1941 when he completed his foreign war service in the army with the rank of major. Before his transfer to New Mexico in 1949, Mr. Arend operated the corporation's potassium chloride plant.

Olin Mathieson Sales Show Gain In Third Quarter

NEW YORK—Sales of Olin Mathieson Chemical Corp. in the U.S. and Canada during the third quarter amounted to $138,340,735. This compared with $126,430,834 in the three months ended September 30 last year.

U.S. and Canadian sales in the nine-month period ended September 30, 1955, amounted to $409,141,69 compared with $370,598,476 in the corresponding period of 1954.

Net income of the corporation, previously reported, amounted $12,514,568 in the third quarter this year compared with $8,179,205 year earlier, and was equal to $1 common share on the average number of common shares outstanding during the period. This compares with 65¢ a share on the smaller average number of shares outstanding in the third quarter last year.

For the first nine months of 195 earnings of Olin Mathieson amounted to $32,456,307 compared with $26 730,174 in the comparable period last year. Nine-month earnings th year equalled $2.60 a common share on the average number of shares outstanding, compared with $2.19 a share on the smaller average number outstanding in the first nine months 1954.

In addition, sales of foreign manufacturing and distributing operations amounted to $33,793,536 in the nine months ended Sept. 30, and net income from these activities during this period amounted to $2,829,62 which was equal to 23¢ a common share. Results of these foreign operations are not included in the company's consolidated statement of sales and earnings.

WORLD REPORT

By GEORGE E. SWARBRECK
Croplife Canadian and Overseas Editor

The chemical industry, through research, is going to play the biggest part in increasing farm production in the years to come. This opinion was expressed by Alex T. Sinclair of the North American Cyanamid Co. to members of the Vancouver section of the Chemical Institute of Canada.

Millions of dollars are being spent in research by major companies and some new developments are expected soon, Mr. Sinclair said. New systemic insecticides will offer plants greater protection than ever before and, at the same time, save spraying costs.

Most systemics now in use are toxic to man, he said, but research is now under way to make them safe. At present, seeds are treated with a systemic fluid which spreads through the plant as it grows. New fungicides also will be coming on the market in the near future to aid in the control of fruit diseases.

Mr. Sinclair is a former crop specialist with the provincial government of Alberta. His company is one of the leaders of current Canadian chemical development. It has two large plants in Niagara Falls, Ont., and produces ammonia, ammonium nitrate, calcium cyanamid, nitric acid and sulfuric acid.

Spain's Fertilizers

Spanish sources say: Very quietly, but efficiently, the national industry for nitrogenous fertilizers is planning an annual production of 1.2 million tons; ibernitro, an ammonium nitrate fertilizer made by Iberica del Nitrogeno, is proving particularly suitable for acid soils in the wet zones of the country; Union Quimica del Norte de Espana is taking up the manufacture of herbicides, using 2,4-D in its factory at Axpe.

South Africa

The chemical industry in South Africa now ranks in fourth place among the country's secondary activities. The average annual production of phosphate fertilizers is 650,000 tons; sulfuric acid, 230,000 tons; nitric acid, 88,000 tons, and ammonia, 5,000 tons.

Turkish Plant

Turkey's new nitrogen plant at Kutahya will be ready for operations by the middle of 1958. Scheduled for production are nitric acid, ammonium nitrate and ammonium sulfate. Turkish sources comment that the new availability will be of great advantage to the rapidly expanding agricultural industry. The demand for fertilizers is increasing. The raw materials to be used at the new plant will be lignite coal and plaster stone from local sources.

Sulfur Plant

Work is beginning on what is claimed to be Canada's largest sulfur plant. Canadian Gulf Oil Co., a subsidiary of the Gulf Oil Corp., has finalized plans for a plant at the Pincher Creek gas field, located about 25 miles southwest of Lethbridge, Alta. Capacity will be 225 tons a day. The sulfur content of the gas is high, running around ½ lb. per 1,000 cu. ft.

A contract for the delivery of elemental sulfur in a liquid state has been signed with Northwest Nitro Chemicals, Ltd. This will take up a substantial part of Canadian Gulf's sulfur output.

Northwest Nitro Chemicals will use the sulfur in the processing of high analysis nitrogen and phosphate chemical fertilizers at its new Medicine Hat, Alta., plant, now under construction.

New Laboratory

With the construction of a new science service building costing $650,000 on the campus of the University of Manitoba, the battle against plant diseases and insect infestation in Western Canada is to be expanded. Construction work is now under way and Dr. R. F. Peterson, head of the Federal Cereal Breeding Laboratory, expects that the additional facilities will be ready for use by April, 1957.

The organization has made some headway in the fight against rust, their latest success being the breeding of Selkirk, a hardy wheat resistant to race 15B.

Beetle as Herbicide

A black beetle has been imported from California and Idaho to kill a new weed poisonous to livestock which threatens to infest the rangelands of British Columbia, Canada.

Thousands of beetles — Chrysolina gemellata—has been released at six points in the interior and they, and their offspring, are expected to aid in the eradication of the weed.

The intended victim of the attack is goatweed which is poisonous to white-skinned animals, developing abcesses in their sides.

J. H. McLeod, in charge of biological control of insects, says the weed's encroachment is not yet serious but it has been under observation for some years. The worst feature, he states, is that the seed remains viable in the ground for at least 10 years so the attacks must be continued until the seed has germinated and then destroyed by the beetles when it leafs out.

The possibility has been considered that the beetle, after eradicating the goatweed, might remain a pest. However, present indications are that it eats only goatweed.

VEGETABLE ACREAGE UP

NEWARK, DEL.—Total vegetable crop acreage grown in Delaware has jumped from 43,100 acres in 1950 to 64,045 acres this year, according to R. O. Bausman, head of the agricultural economics department at the University of Delaware.

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COTTON CROP

(Continued from page 1)

2-bale mark in many areas where a bale per acre was once the long-time goal. This is the third consecutive year of record-high yield —324 pounds in 1953; 341 in 1954; and 431 pounds in prospect for 1955. The 10-year average yield is 279 pounds per acre," the report says.

Compared with a month ago, prospective production is up 250,000 bales in Texas; 160,000 in Arkansas; 150,000 in Mississippi; 70,000 in Alabama; 55,000 in Tennessee; 50,000 in Oklahoma; 35,000 in Arizona and North Carolina; 30,000 in New Mexico; 20,000 in California and South Carolina; 15,000 in Georgia and Louisiana; and 10,000 in Missouri.

The forecast of 14,843,000 bales of 500 lb. gross weight is equivalent to 14,616,000 running bales. The Bureau of the Census reports 9,552,939 running bales were ginned from the crop of 1955 prior to Nov. 1, compared with 9,688,621 bales in 1954 and 10,768,648 bales in 1953. If the ratio of lint to cottonseed for the 1955 crop is the same as the average for the past five years, production would be 6,119,000 tons. This compares with the 1954 crop of 5,702,000 tons.

• • •

West, South Texas Cotton Acreage Allotments Reduced

BIG SPRING, TEXAS—The Texas Agriculture Stabilization Committee has reduced cotton allotments in West and South Texas in order to give more acreage to small cotton farmers in East and Central Texas.

In the lower Rio Grande Valley, which grows about 10% of the state's cotton, the acreage has been reduced by 7½%. This will be a reduction of 32,000 acres for the three counties of Hildalgo, Cameron and Willacy.

In the West Texas plains country, which grew over a million bales of cotton in 1954, the reduction is especially drastic. The area will lose around 240,000 acres or about 7-8%. Most of this reduction will be in an area where the yield averages over a bale per acre.

Ordinarily this would mean an increase in grain sorghums. This time, farm experts say, farmers will not enlarge their maize and hegari plantings. Many farmers say they will follow a strip pattern next year in which they plant two rows of cotton and leave two blank rows. During midsummer the strips may be planted to peas.

FALL APPLICATION

LAFAYETTE, IND. — Experiments by agronomists at Purdue University have shown that nitrogen in ammonia form, plowed under on heavy silt loam or poorly drained soils in the fall, is just as effective as is spring applications. Applications should be made after soils are cold—not before Nov. 1 in northern Indiana and Nov. 15 in southern Indiana.

State Acreage Allotments for 1956 Upland Cott

State	1955 allotment (acres)	Acreage in cultivation July 1, 1955*	1956 allotm (acres)
Alabama	1,101,804	1,005,000	1,025,14
Arizona	333,933	336,000	343,64
Arkansas	1,529,704	1,475,000	1,424,51
California	778,686	757,700	782,40
Florida	36,283	32,700	36,97
Georgia	950,818	885,000	903,22
Illinois	3,056	2,700	3,11
Kansas	35	.....	2
Kentucky	8,374	8,000	7,79
Louisiana	648,442	620,000	610,89
Maryland	.....	.....	2
Mississippi	1,750,852	1,730,000	1,646,56
Missouri	399,627	395,000	378,05
Nevada	2,324	2,200	2,32
New Mexico	182,194	176,700	179,37
North Carolina	515,714	475,000	483,93
Oklahoma	872,532	845,000	845,61
South Carolina	773,945	725,000	726,19
Tennessee	593,868	580,000	563,49
Texas	7,612,779	6,984,000	7,410,89
Virginia	18,238	17,500	17,11
U.S.—Total	18,113,208	17,052,400	17,391,30

*These figures do not include American-Egyptian cotton acreages.

CIPPERLY

(Continued from page 1)

some other latent defects in the high price support program—defects which only last week were confirmed by USDA officials from the foreign agricultural service who reported to a top level staff session at USDA that within three years, and possibly less, the U.S. export market for cotton would be lost to other producing areas of the world.

These production areas have been stimulated and promoted by the high price support umbrella which our domestic programs have held over world markets, thereby encouraging other new cotton producing areas to develop.

The significance of these two facts emphasizes the gravity of the farm situation production-wise, not only for cotton but other major crops. It is now being asked how long it will be before wheat and other crops fall under the same conditions which have now brought "king" cotton to its knees.

If through acreage controls and high price supports the nation would cure the cotton dilemma, then it would probably mean that cotton acreage would have to be even more drastically reduced to tailor production to foreseeable requirements which could shortly mean a total loss of export business for the commodity.

How long such indicated necessary restrictions on cotton acreage would be imposed is a subject in the realm of pure speculation at this time. USDA officials on learning of the cotton crop potential stated that this would mean that cotton in hands of the Commodity Credit Corp. would run as high as 14 million bales by the end of the current year, while outside observers, sensing an even larger crop than forecast this week by USDA, contemplate a CCC stockpile of nearly 16 million bales at the end of this crop year.

Any further continuation of the rigid high price support level for cotton would, if acreage allotments were made part of a program, require such a drastic cutback in cotton land as to make this type of arrangement utterly unsatisfactory to the farm politicians.

The Benson program approach appears now to be one of imposition of flexible supports for the crop—indicated by top level staff officials at about 78% of parity—a tightening of acreage allotments and a drive to regain export markets, probably through some subsidy on U.S. exports.

The magnitude of financial outlay to regain these markets may be measured in terms of the present indicated real world price for cott at about 20¢ a pound for middli staple grades. The CCC has be acquiring cotton at a much high level under the 90% of parity su port which has been in effect throu the present crop harvest.

Trained observers here, af studying the situation, cannot s how any reasonable person—even farm politician — could conceiva advocate a return to rigid high lev of parity support for either cotton wheat.

The grave question is, however, Secretary Benson, with his goal o flexible support program, survive c gressional onslaughts certain to occ as soon as Congress reconvenes af Jan. 1, 1956? In the face of the hea surpluses, still climbing in the t big surplus areas, wheat and cott despite open U.S. dumping polic for wheat and cotton under terms PL 480, it is questionable that t Benson flexible support theory can made to operate in a climate co ducive to favorable results.

The worst side of the farm outlo is that it is now in a full blown re lution, comparable to the industr revolution in England many, ma years ago when the harnessing steam power in factories brought end to the domestic industries spinning, weaving and others.

Many USDA agricultural ec nomists here are willing to conced the comparison but they fear th the full effects of the farm revol tion may bring about the extrem hardships that were forced on t domestic industries during the i dustrial revolution.

Essentially that seems to be problem — one of transition — one movement as far as possible, of far ers from small ineffective units nearby factories or service operati —without the hardships that w along with the industrial revoluti

What this all may mean to agricultural chemical industry is of the legislative intangibles fac the plant food and pesticidal che cal industries for the coming year a for the near future.

Industry spokesmen look at near future with some misgivings to the uncertainty ahead. On basis of current production levels the three major plant nutrients, th is no doubt that this production be consumed. They point out t even at lower farm price levels, good and prudent farmer will ho tate for some time before he ab dons the use of these two farm ess tials or even cuts them back s stantially to effect a tempor penny-wise frugality at the expe

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igh production which will reduce er unit cost.

The plant food and pesticide in-tries have implanted in most n communities the knowledge the obvious advantage to be ned from use of modern chemi- techniques at the farm level. is predicted that even though farm community is in a price eeze that it will not reject a nponent of production which has eady been tested and time- ven as a distinct benefit to the mer.

or the longer view, plant food in-ry spokesmen take a more opti-ic outlook. They sense a condi- wherein they may have fewer all farm customers for the plant and pesticidal materials, but the me used by the future larger and ter composed farm units will te an even larger market for e products.

ere again the plant food and pesti-l chemical industries are caught the present web of uncertainty r the nearby future and the length ransition which will be required. arm program must be designed to n tune with food demands of the re and the profit-making essen- to keep it operating at levels re modern industry and farm in-e keep in equally favorable bal-e.

opeful signs of sustaining sanity among the politicians came this k from a Democratic senate rce. Clinton P. Anderson of New xico, strong advocate of a flexible e support system in the senate, es statesmanship in farm legisla- and encourages the farmer to g on until the surplus problem is ed. The flexible program will get chance to grow and strengthen r surpluses created by rigid high e supports has been killed off.

Another item requiring further lanation is that concerning the anding yields of cotton per acre m the current crop. On the basis USDA reports, it may be as-ned that yields per acre have anced to approximately 431 lb. is estimate is based on the as-ption that cotton acreage has n kept within the alloted bounds the national acreage allotment.

here is strong suspicion that acre-allotments have been seriously eeded—possibly as high as 10-. If that condition is correct, it ires a sharp adjustment in re-ed yields this year. At best, since age allotment compliance has brought into question, it is wise iscount the rate of yield per acre being shown in the cold statis-reports of USDA.

est Texas Sesame op Being Harvested

UBBOCK, TEXAS — The second me crop ever grown in West as is being harvested in this area. as tried on a small acreage last with varying results. This year acreage was increased to 500 in county and covers about 35 s. Most growers confined their tings to small fields because they not sure if the new crop will fit profitable farming operations.

esame crops already harvested in-e that the average yield will be 700 to 1,000 lb. of seed per acre. market price will probably be nd 9¢ lb.

hile the profit will not compare that of irrigated cotton, the ng of sesame will possibly beat n sorghums. Most farmers are ing the shatter-proof strain h was developed for arid sec-of the country.

eports from other sections of Texas indicate that the acre-for this year is more than 5,000. dryland yield will vary from 300 0 lb. per acre.

Philip A. Singleton Named Assistant to Monsanto President

ST. LOUIS — The appointment of Philip A. Singleton of London, England, as assistant to the president of Monsanto Chemical Co. and secretary of the company's executive and finance committees was announced here recently by Charles Allen Thomas, president.

Mr. Singleton will succeed J. P. Ekberg, Jr., who is returning to the company's Organic Chemicals Division as manager of intermediate sales.

Mr. Singleton has been managing director of Monsanto Chemicals, Ltd., of England since October, 1952. He is a native of Detroit, Mich., and had been associated with the British company since 1950. Prior to that time, he served as assistant director of Monsanto's Foreign Department at St. Louis.

The appointment of D. R. Mackie of London, England, as acting managing director of Monsanto Chemicals, Ltd., of London, to succeed Mr. Singleton, was announced by E. A. O'Neal, Jr., vice president of Monsanto Chemical Co. and board chairman of the British company.

Mr. Mackie, a native of London, joined Monsanto Chemicals, Ltd., in 1924 as a sales representative. In 1940, he was appointed assistant sales manager and became general manager of sales in 1948. He was elected to the board of directors in November, 1952, and in December, 1953, was appointed commercial director of the company.

North Carolina Tonnage

RALEIGH, N.C.—North Carolina fertilizer consumption during July, August and September totaled 62,174 tons, compared with 71,387 tons during the corresponding period in 1954, according to the State Department of Agriculture. September consumption was 34,182 tons, a decline from 41,805 tons in September, 1954.

41,429 Acres Sprayed With 2,4-D and 2,4,5-T In Arkansas in 1956

LITTLE ROCK, ARK.—Reports by custom and private sprayers filed with the Arkansas State Plant Board show that during the 1955 season 41,429 acres and about 300 miles of railroad, telephone and other right-of-way were sprayed with 2,4-D or 2,4,5-T in the state.

The reports show that 32,622 acres were sprayed by plane and 8,807 by ground equipment. No reports to the board are required for hand spraying. The 1955 total compares with 45,153 acres sprayed in 1954.

Crops sprayed in 1955 included rice 33,332 acres, lespedeza 4,166 acres, brush 3,529 acres, corn and milo 202 acres and oats 200 acres.

Permits were issued to 12 flying services using a total of 18 planes. Of these eight, with 13 planes, sprayed crops only, and four, with five planes, sprayed brush only.

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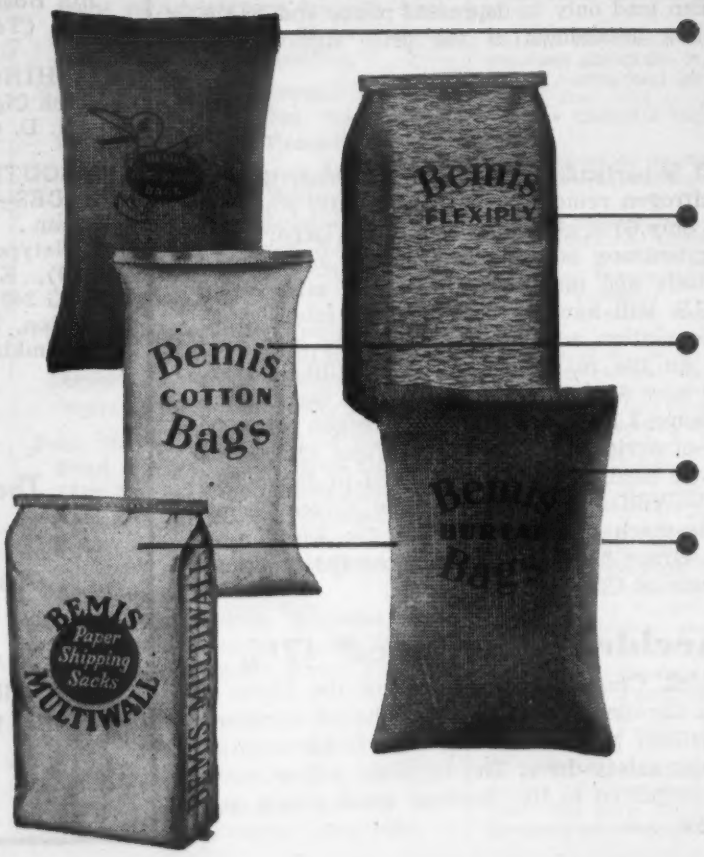

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A WEEKLY NEWSPAPER FOR THE FARM CHEMICAL INDUSTRY

The regional circulation of this issue is concentrated in the Midwestern states.

Forest Pests Offer Market

A large potential market still exists in the timberland areas of the United States, for widespread use of pesticides to control both plant diseases and insects. Even though notable steps have been taken to apply insecticides over big areas of timber for the control of a number of destructive pests, great damage is still done annually to large areas of timber.

In a report by Richard E. McArdle, chief of the U.S. Forest Service at the recent annual meeting of the Society of American Foresters, it was brought out that of three destructive agents, insects, disease, and fire, the greatest destroyers are insects and plant diseases.

"Insects killed seven times as much sawtimber as did fire in 1952, and disease, three times as much. In terms of growth impact," he said, "disease outranked both insects and fire by more than two to one."

This kind of a statement, coming from a man of the stature of Mr. McArdle, carries a great deal of significance. He indicates that progress in insect and plant disease control has not kept pace with efforts to control fires in forest areas. "The much greater effect of insects and disease in contrast to fire is doubtless due to the greater progress made in fire prevention and control," he observes. "If the toll of insects and disease could be similarly lessened, a large contribution would have been made toward the growth needed to meet potential future demands."

Such a statement comes close to taking on the aspects of a challenge, we think. But at the same time, the fact should not be overlooked, that the pesticide industry is continually making headway in its research and experimentation in this direction.

We daresay that the time will come when control of the twin pests, insects and plant diseases, will be as well in hand as is the fire hazard today. Herein lies the secret, perhaps. The subject of fire prevention has been publicized widely until practically everyone is conscious of this danger to our forests. If somewhat the same treatment were given to point out the greater destruction caused by unseen disease organisms and the rather unspectacular bugs, it is likely that greater use would be made of the already available chemicals which have proved their ability to reduce this damage.

Naturally, newer toxicants will be coming along, but it is not necessary to wait for them to appear. It looks like a good market is here, but it may require a bit of salesmanship before this potential is actually realized.

Storage Not a Market

Remarks made by Ezra Taft Benson, Secretary of Agriculture, are given rather wide publicity as he appears before different audiences throughout the country. Some of these thoughts, we think, deserve bringing to the particular attention of manufacturers and dealers in various chemicals used on the farm.

The subjects of surpluses and government supports are getting more and more attention and the tumult regarding these undoubtedly will continue to increase in tempo as election time draws nearer. The outcome of this tug-of-war will affect everyone in the agricultural supply business, which underlines the importance of some of Mr. Benson's recent remarks made before a midwestern group.

In the first place, he said, high farm prices a few years back were not the result of high supports. Rather, it was war inflation, and "no political party can or should take credit for war-time prices unless they want also to take credit for the war and its bloodshed."

The secretary went on to say that the 90% of parity supports were not effective in holding up farm prices and income when stocks began to accumulate.

"A storage program is not a market," he declared. "Nor is a government bin a customer. It is markets that we need, and customers that we must have. A storage program is only a storage program. Supplies of staples accumulated in the hands of government can neither be increased indefinitely nor held indefinitely. Even the most storable commodities must eventually find a use. When stock-piles must be liquidated there are three alternatives—and no more.

One: the commodities can be moved domestically—but if they are they go to market in direct competition with current production. Two: they can be sold or given away overseas—but if so, it is at the risk of upsetting world markets and depressing world prices, which again adversely affect you. Or, three: to do the unthinkable—to deliberately destroy food.

"What I am saying is that there is no easy way to unload the storage stocks. And the very existence of large stock piles, whether in private or government hands, rests as a burden upon the market as long as the supplies exist. The stocks depress prices because there is always the expectation, the threat, and the risk, that in one form or another, for one purpose or another, the supplies will somehow move on the market.

"If we would but heed the history of past experience, this lesson has been taught over and over again. Anyone—regardless of party or position—who advocates unending accumulation in government storage, is nothing short of irresponsible—and is blindly callous of the welfare of farm families and their future."

The Secretary went on to say that a storage program merely borrows from the future. "Putting commodities into a stockpile in one year has the effect of reducing the market supply at that time, resulting in a temporarily higher price. The consequences of the action are delayed, but the supplies exist and depress markets in subsequent years," he said.

"Continued high price supports that cause government to add progressively to its accumulation can lead only to depressed prices and to the complete breakdown of the price support program."

Quote

"It is particularly significant, I think, that of the nitrogen removed from our country's soil by crops only 60%, according to the U.S. Department of Agriculture, is being replaced by nitrogen in fertilizers and manures. The use of nitrogen in the U.S. will have to become more intensive as the population and standard of living grow and press on the marginal amount of tillable land. Right now American farmers use on the average only some 1.1 tons of fertilizer nitrogen per 1,000 acres of agricultural land. In western Europe 4.9 tons are used per 1,000 acres; and in Japan 22.3 tons."—William P. Gage, president, Grace Chemical Research and Development Co. Division of W. R. Grace & Co., in a talk before the American Institute of Chemical Engineers.

Accidents Reduced 47%

W. C. Creel, safety director of the State of North Carolina, reports that on-the-job accidents in fertilizer plants were cut 47% in his state in a 2-year safety drive. The fertilizer safety movement is geared to the needs of small plants, too, he says.

CROPLIFE is a controlled circulation journal mailed to those responsible for the production and distribution of fertilizer and other farm chemicals and to retail dealers of the agricultural chemical industry in the U.S. To those not on the controlled list, CROPLIFE is available at $5 for one year, $9 for two years ($8 a year outside the U.S. and possessions). Single copy price, 25¢.

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ov. 14-19—Idaho Weed Control Short Course, University of Idaho, Moscow.

ov. 15-Dec. 2—Series of Nebraska Fertilizer Dealer Schools: At York Nov. 15; North Platte Nov. 16; Auburn Nov. 28; Wayne Nov. 29; Valentine Nov. 30; Scottsbluff Dec. 2.

ov. 16—Pesticide Dealers Conference, Rutgers University, New Brunswick.

ov. 16-17—Ohio Pesticide Institute's Ninth Annual School and Conference, Ft. Hayes Hotel, Columbus, Ohio. J. D. Wilson, Ohio Agricultural Experiment Station, Wooster, Secretary.

ov. 18—Arkansas Fertilizer School, Little Rock.

ov. 21-22—Eastern States Branch, Entomological Society of America, Lord Baltimore Hotel, Baltimore, Md.

ov. 22—Manufacturing Chemists' Assn., Semi-Annual Meeting and Winter Conference, Statler Hotel, New York.

ov. 28-Dec. 1—Entomological Society of America, Netherlands Plaza Hotel, Cincinnati, Ohio.

ov. 29—Fertilizer Short Course, North Dakota Agricultural College, Fargo.

ov. 29-30—Western Canadian Weed Control Conference, Regina, Sask.

ov. 29-30—Land Use Forum, Kansas State College, Manhattan, Kansas, Dr. R. V. Olson, Kansas State College, Chairman, Arrangements Committee.

ov. 29-30—Oklahoma Plant Food Educational Society, Inc., Memorial Union Bldg. Oklahoma A&M College, Stillwater.

ec. 2—South Dakota Fertilizer Dealers Short Course, South Dakota State College, College Station.

ec. 5—Soils & Fertilizer Short Course, Institute of Agriculture, University of Minnesota, St. Paul Campus.

ec. 5-7—Agricultural Ammonia Institute, Kansas City; Jack F. Criswell, Executive Vice President, Claridge Hotel, Memphis, Tenn.

ec. 5-7—Chemical Specialties Manufacturers Assn., 42nd Annual Convention, Roosevelt Hotel, New York; H. W. Hamilton, 50 E. 41st St., New York 17, N.Y., Executive Secretary.

ec. 6-8—North Central Weed Control Conference, Hotel Fontenelle, Omaha, Neb.

ec. 8-9 — Michigan Fertilizer and Lime Conference, Michigan State College, East Lansing.

ec. 15-16—Beltwide Cotton Production Conference, Hotel Peabody, Memphis, Sponsored by the National Cotton Council.

ec. 28-30 — American Phytopathological Society, Atlanta, Ga.; Glenn S. Pound, University of Wisconsin, Madison, Wis., Secretary.

ec. 29—Symposium on Health Hazards of Chemicals, before the Pharmacy Section at Annual Meeting of American Association for the Advancement of Science, Atlanta.

1956

n. 3-4—Annual Nebraska Fertilizer Dealers Conference, Activities Bldg., University of Nebraska College of Agriculture, Lincoln.

n. 4-6—Weed Society of America, Charter Meeting, Hotel New Yorker, New York; W. C. Shaw, U.S. Department of Agriculture, Beltsville, Md., Secretary-Treasurer.

n. 5-6—Second Annual Mississippi Insect Control Conference, Mississippi State College.

Jan. 10-11—Eighth Annual North Carolina Pesticide School, North Carolina State College, Raleigh.

Jan. 11-12—Wisconsin Insect Control Conference, Lorraine Hotel, Madison, Wis.

Jan. 15-17 — New Mexico Grain & Feed Dealers Assn., Annual Convention, Hilton Hotel, Albuquerque, with Special Portion for Fertilizer and Farm Chemical Dealers; H. B. Hening, Albuquerque, Secretary.

Jan. 16-18—Northwest Vegetable Insect Control Conference, Imperial Hotel, Portland, Ore.

Jan. 16-18—Southern Weed Conference, Ninth Annual Meeting, Hotel Jung, New Orleans; Dr. E. G. Rodgers, Florida Agricultural Experiment Station, Gainesville, Secretary-Treasurer.

Jan. 26-27—Custom Spray Operators Training School, University of Illinois.

Jan. 26-29 — Agricultural Aircraft Assn., Inc., Sixth Annual Convention, Wilton Hotel, Long Beach, Cal.; Wanda Branstetter, Route 3, Box 1077, Sacramento, Cal., Executive Secretary.

Jan 27—Colorado Agricultural Chemicals Assn., Cosmopolitan Hotel, Denver.

Jan. 30-Feb. 3—Illinois Pest Control Operators School, Purdue University, Lafayette, Ind.

Feb. 6-8—Agronomy Section, Association of Southern Agricultural Workers, Atlanta (Ga.), Biltmore Hotel; W. E. Colwell, North Carolina State College, Secretary.

Feb. 6-8—Cotton States Branch, Entomological Society of America, Biltmore Hotel, Atlanta, Ga. W. G. Eden, Alabama Polytechnic Institute, Auburn, Ala., secretary-treasurer.

Feb. 7-9 — National Garden Supply Trade Show, Kingsbridge Armory, New York City.

Feb. 14-16—Agricultural Chemicals Conference, Lubbock, Texas.

Feb. 15-17—California Weed Control Conference, Sacramento and Davis, Cal.; Oliver A. Leonard, Botany Dept., University of California, Davis, Cal., Secretary.

Feb. 15-17 — Western Weed Control Conference, Sacramento and Davis, Cal.; W. C. Robacker, U.S. Department of Agriculture, Nevada Agricultural Experiment Station, Reno, Nev., Secretary-Treasurer.

March 6-7—Fifth Annual Western Cotton Production Conference, Fresno Hacienda, Fresno, Cal.

March 14-18 — National Agricultural Chemicals Assn., Spring Meeting, Hollywood Beach Hotel, Hollywood, Fla., Lea S. Hitchner, NAC Executive Secretary, 1145 19th St. N.W., Washington 6, D.C.

March 28-30—North Central States Branch, Entomological Society of America, Purdue University Memorial Union, Lafayette, Ind.

June 28-30—Association of Southern Feed & Fertilizer Control Officials, 14th Annual Convention, Hotel Roanoke, Roanoke, Va.; Bruce Poundstone, Kentucky Agricultural Experiment Station, Lexington, Ky., Secretary-Treasurer.

June 28-30—Seventh Regional Fertilizer Conference of the Pacific Northwest, Chinook Hotel, Yakima, Wash.

FARMS VANISH

LOUISVILLE — Growth of subdivisions here has gobbled up 931 Jefferson County farms since 1950.

Nebraska Fertilizer Dealer Schools, Conference Planned

LINCOLN, NEB.—Dates have been set for a series of Nebraska regional fertilizer dealer schools and for the annual state Fertilizer Dealers Conference.

The dealer schools will be held at six all day meetings, at which recommendations and research from the University of Nebraska College of Agriculture will be discussed. They will be held at York Nov. 15, North Platte Nov. 16, Auburn Nov. 28, Wayne Nov. 29, Valentine Nov. 30 and Scottsbluff Dec. 2.

The annual Nebraska Fertilizer Dealers Conference will be held Jan. 3-4 at the Activities Bldg., University of Nebraska College of Agriculture, Lincoln. Registration will be at 9 a.m. Jan. 3 and the banquet will be held that evening.

Insecticide Division of CSMA Plans Meeting

NEW YORK—The insecticide division of Chemical Specialties Manufacturers Assn. will hold its meeting in the morning of Dec. 6 during CSMA's 42nd annual meeting here Dec. 5-7 at the Hotel Roosevelt.

A joint session of the aerosol and insecticide divisions will be held Wednesday afternoon, Dec. 7. Election of CSMA officers and board for 1956 will take place during the Dec. 6 luncheon session.

Classified Ads

Classified advertisements accepted until Tuesday each week for the issue of the following Monday.

Rates: 15¢ per word; minimum charge $2.25. Situations wanted, 10¢ a word; $1.50 minimum. Count six words of signature, whether for direct reply or keyed care this office. If advertisement is keyed, care of this office, 30¢ per insertion additional charged for forwarding replies. Classified advertising rate not available for commercial advertising. Advertisements of new machinery, products and services accepted for insertion at minimum rate of $9 per column inch.

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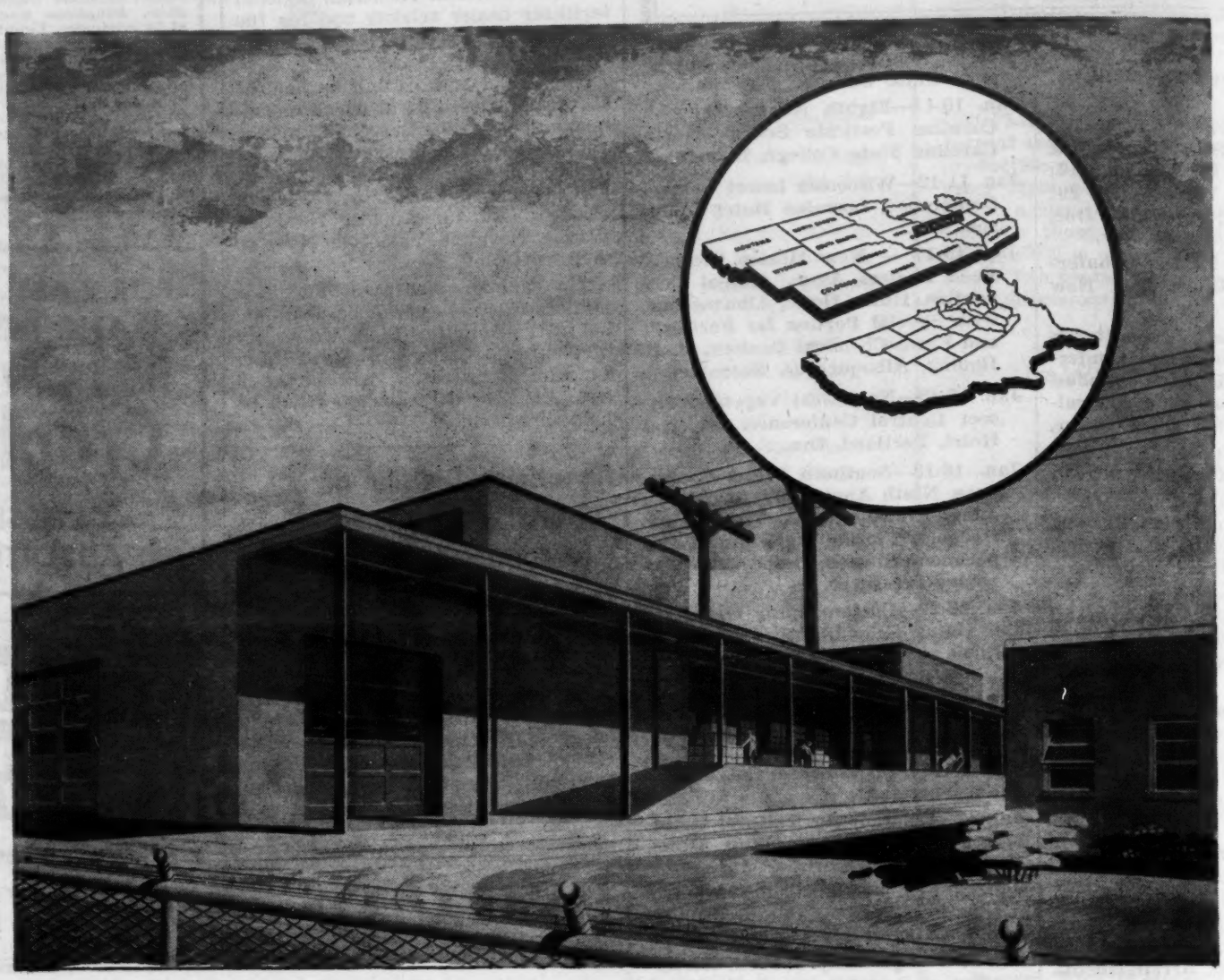

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